

CHEMIST & DRUGGIST

August 30 1980

a Benn publication

Unichem to
enter travel
business

Notional
prices: NPA
presses the
Department

Rewards of
acting host
to overseas
students

Electrical
safety in the
pharmacy



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are moving as never before.*

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CHEMIST & DRUGGIST

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August 30 1980

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COMMENT

Staff time

Mr Eric Jensen's article last week on financial management in the pharmacy prompts our columnist Xrayser to admit to certain failings in that direction (p291), but how much more common must be the failure of the small business to make the best use of that most valuable of all resources, namely staff?

A rare opportunity to benefit from others experience was provided in last week's issue of *Marketing* through an article by Sydney Paulden on Boots' recently-completed introduction of a scheme designed to "do something positive about cost-effective use of staff". The article describes how consultants W. D. Scott devised a "work scheduling" scheme in which the basic approach was to calculate how long each work activity (such as stock replenishment) took in an average week and then to allocate the work, in proportion, to individual members of staff at specific times.

It all sounds a lot of "management for the sake of it", but surely every proprietor and manager experiences the moans about "It's always me who has to go up to the stockroom" and "Why doesn't *she* do her share of dusting". If only to overcome some of those problems the Boots experience is worth examining.

And, first, they indeed report that the system has given the staff a sense of "fair play". On a more practical basis, the investigations have led to the introduction of pre-written fill-up lists carried in a plastic sleeve so that numbers can be written in chinagraph pencil for each trip to the stockroom and erased for future use. To save time spent in searching for equipment, stowage points are now "scrupulously maintained" for pricing guns, chinagraph pencils, lists, trolleys, etc.

Procedures have been introduced for disposal of empty cartons and standard methods devised for price marking all types of goods so that checkout girls do not have to search for a price.

Management of the scheme is under the direction of two ex-manager pharmacists—Tony Powell, manager of the retail methods research unit, and Bryan Lund, productivity services manager in the unit. In the "field" there are 30 territory "methods managers", 26 of these also former pharmacist managers. The scheme therefore has every reason to be "practical" rather than "academic" and Mr Powell told *C&D* that he has been impressed by the way managers in small branches implemented its concepts.

Agreeing that in small shops there was often little time to stand back and think about management, he said: "There is only one way—set aside the time to organise your time. The time required is small but the pay-off is enormous. Organising your time and that of your staff more effectively removes the need to react to crises, because the crises no longer occur". A moral there for all, large or small?

Bio-oil Research Ltd

In the issue of August 9, we commented upon an article that appeared in *The Sun* newspaper on July 30 on various treatments. It has been pointed out to us that our comment may be taken to imply that Bio-oil Research Ltd, as suppliers of Naudicelle, were using public relations methods to make claims in respect of their capsules which are otherwise prohibited by the Medicines Act Regulations. We accept that Bio-oil Research Ltd had no knowledge or involvement in the writing of the article in *The Sun* and we apologise for any embarrassment which may have been caused to them by our article.

NPA presses DHSS on notional pricing

The Government is the only body capable of taking action on notional pricing of "ethicals" and order must be restored before irreparable harm is done, the National Pharmaceutical Association says this week.

The NPA has written to Sir George Young, Parliamentary Under-Secretary at the Department of Health, in the following terms: "You indicated recently in an answer to a Parliamentary question that the Department of Health was to take action to resolve the present confused and unsatisfactory situation arising from the imposition by pharmaceutical wholesalers of notional prices for many medicines. We were very glad to learn that the Department shared our concern and I understand from my colleagues at the office of the Pharmaceutical Services Negotiating Committee that officials from your Department are to hold meetings with representatives of pharmaceutical manufacturers and wholesalers.

"As the trade association representing the proprietors of all independently owned pharmacies we are naturally in regular contact with bodies representing manufacturing and wholesale interests and we are very concerned that early action should be taken to resolve this matter. Many of our members are at present paying far more for prescription medicines than the prices reimbursed by the NHS and our members' confidence in your Department's good intentions, so recently boosted by the agreement reached with the PSNC, is being rapidly undermined.

"The present confusion has been brought about by market forces over which our members have had no control. Yet our members are the ones who are suffering most and we look to the Government as the only body capable of taking effective action. I hope you will agree that time is very much the essence if order and equity are to be restored before irreparable harm is done. I should be most grateful to hear from you, as soon as possible, what progress is being made by the Department so that I can allay the fears of those many NPA members who are daily asking us for news."

■ NPA members are again to be reminded that cases of price-cutting on price-maintained medicines should be drawn to the attention of the Proprietary Articles Trade Association. It is understood that disproportionately few reports are currently received from independent pharmacists, despite the reminders issued by NPA when PATA subscriptions are due.

NPA does not share the view that there could be a "knock-on" effect on RPM from the notional prices issue, because the "ethicals" and OTC medicines cases were considered separately by the Restrictive Practices Court. Other organisations and companies have expressed such a concern privately, however. ■

Warning leaflet on clofibrate use

The Committee on Safety of Medicines has issued an adverse reactions warning leaflet about clofibrate. The leaflet is being sent to all practising doctors, dentists and pharmacists in the UK. It draws attention to a World Health Organisation trial which demonstrated that patients treated with clofibrate

had a higher overall mortality rate than a control group.

The trial, reported in last week's *Lancet*, was designed to test whether lowering high serum cholesterol levels, by using clofibrate, would reduce the incidence of ischaemic heart disease. An earlier report of the trial presented mortality during the trial period and showed that it was significantly higher in the clofibrate-treated group. This further report covers the mortality during and after treatment and records 25 per cent more deaths in the clofibrate-treated group than in the high serum cholesterol control group.

The authors say they have no explanation of the excess mortality and that a long term toxic effect of clofibrate, the possible consequences of reducing body cholesterol pools, and, remotely, chance all have to be considered. No particular disease accounted for the excess mortality, they say, and although the treated group had more deaths from ischaemic heart disease, stroke, and cancer, most of these differences were not individually significant.

In the warning leaflet, the CSM points out that clofibrate is currently indicated only for the treatment of exudative diabetic retinopathy, xanthomata, and specific hyperlipoproteinaemias. On the present evidence they believe that the use of clofibrate for the prevention of ischaemic heart disease should be discontinued. ■

Mr Phillip Heaton, FPS, of Heaton's of York, won £150-worth of holiday vouchers in an Evidence draw promotion held recently by Unichem and Beecham Scott & Bowne. He is seen here with staff and Mr John Talbot, manager of Unichem's Leeds branch, Mr Mick Walker (centre) and Mr Ian Harris, both of Beecham Scott & Bowne.



Unichem acquire travel agency: holiday profits for members

Unichem are going into the travel business. They have completed negotiations to acquire an as-yet unnamed travel agency and will use it to offer travel facilities to members.

The agency is understood to be fairly small—an independent private company located in South London—and will continue to be run by its present management. The cost of the deal has not been revealed.

The decision to purchase a travel agency has been under consideration for some time, “prompted by continuous pressure from members and regional committees”. According to a Unichem statement, the final decision to purchase was taken as a result of the increasing level of business travel—both in the UK and overseas—in which the membership have been involved in the past twelve months.

Unichem's chairman, Mr Norman Sampson, says the acquisition was “totally logical and rational”. Considerable UK business and overseas holiday travel was undertaken by Unichem's 4,500 members and their families in the course of an average year and that this factor alone fully

justified the acquisition. Additionally, the overseas business trips organised for members in the past year had clearly indicated that profit which could improve a member's return on his investment in Unichem was being “needlessly deposited in someone else's pocket.”

“The acquisition of the travel agency,” concludes Mr Sampson, “will save members' time and money in their travel planning. Members will share in the overall profit of the operation and will also receive annual profit-share related to the amount of travel business placed.”

The agency is fully accredited and is in membership of ABTA (Association of British Travel Agents) and has IATA (International Air Transport Association) recognition.

In the first instance initial inquiries should be directed, as at present, to Mrs L. Shurley at Unichem Ltd, Crown House, Morden, Surrey. ■

Cow & Gate babyfoods go deeper into grocery

As a result of “very successful” test marketing of their baby milks and meals through selected Sainsbury's outlets, Cow & Gate are to widen distribution to other stores in the chain. Discussions have also been held with other, as yet undisclosed, multiple grocery chains.

Peter Greensmith, the company's new UK sales and marketing director, says “we have further exciting developments planned to strengthen our position as the UK's babyfeeding specialists”, but the company is not yet in a position to release any further details. The extension to the grocery trade is to be limited to milk and meals lines.

As a further part of the “new business strategy for the 1980s”, new pack designs are being introduced across the entire range and new UK distributors have been appointed—Wilkinson Transport—as part of a drive to improve efficiency and save costs on stockholding and transport.

Cow & Gate say that “The recent growth of the babyfood market has been due mainly to the increasing birthrate, and this has prompted some of the more progressive grocery multiples to relook at their babyfood

merchandising. Cow & Gate is capitalising on this opportunity and wishes to make its products more widely available, thus offering mothers a wider competitive choice.”

At the time of the original test marketing in Sainsbury's (*C&D*, March 22, p460) the company said: “Cow & Gate's commitment to retail chemists remains absolute and it is their intention to provide the retail chemist sector with maximum support for the future. The Cow & Gate sales force will continue to provide an exclusive service to retail chemists, hospitals and clinics”, and a spokesman for the company has reiterated that sentiment to *C&D* this week.

The company has now become part of the Unigate Food division, previously it was part of Unigate International, and under the general restructuring a new executive team has been appointed: B. G. Pendle (managing director), H. C. Bang (export sales and marketing director), P. M. Fairhurst (operations director), P. D. J. Greensmith (UK sales and marketing director), P. F. Mills (administration director), Dr J. V. Stevens (technical director). ■



Winner of a Swiss holiday in the Lemsip-Disprin “round-the-clock relief” competition is Mr William Livesey of Ribbleton Pharmacy, Preston, Lancs. He is pictured with R&C sales manager Peter Averill (left) and rep Geoff Poppleton

‘Legitimate’ Charlie for Woolworths

Revlon are now supplying Charlie directly to 53 of the top Woolworths branches. In a move designed to legitimise the supply, which has been previously been alleged as sometimes coming from chemists, fully-franchised accounts have been established in the stores. A joint statement issued from the two companies is as follows: “As is widely known F. W. Woolworth have been selling Charlie fragrances through the top 50 outlets since August of last year, which had not been supplied by Revlon.

“This situation was unsatisfactory from both Revlon and F. W. Woolworth's point of view as it was evident that marketing of Revlon products in an ad hoc manner was prejudicial to the image and good reputation enjoyed by Revlon products over the years.

“As a result of discussions between Revlon and F. W. Woolworth, the full Charlie franchise has now been established in 53 of the top Woolworth branches with full representation of fragrances and cosmetics and with full POS support. These accounts are now regarded by Revlon and F. W. Woolworth as fully franchised accounts operating on a direct service basis similar to all other Revlon accounts.” ■

Clearguard too

Clearasil Clearguard is now being sold through multiple food stores. Distribution was previously restricted to the chemist sector but both the lotion and the stick will now be sold by the multiples Fine Fare, Safeway and Asda.

A spokesman for Richardson Merrell said that at the moment there were no plans to extend the distribution of their other skin care products, which include Biactol and Oil of Ulay. A grocery Press report last week had claimed that Biactol would, like Clearguard, be on extended distribution. ■

Northern Ireland pharmacy numbers still declining

The decrease in both pharmacies and pharmacist contractors in Northern Ireland continues. There was a 1979 reduction of eight pharmacies and ten pharmaceutical chemists compared with 1978, according to the Northern Ireland Central Services Agency annual report for 1979. One pharmacy was completely destroyed by fire as a result of a bomb blast in the next door premises, and will not be re-opened.

The number of pharmacies stood at 508 at the end of 1979. Dispensing doctor practices were unchanged at 41, although the number of dispensing doctors decreased by one to 56. A total of 343,920 prescriptions were dispensed by these doctors during 1979 at a total cost of £878,485, representing an average gross cost of £2.55 per prescription.

Every year since 1971, the total number of prescriptions dispensed in the Province has increased; 1979 was an exception in that the number decreased by 1,943 to 12,589,135. This represented 8.15 per person.

Sixty-one tests were carried out under the Drug and Appliance Testing scheme operated by the Agency. Of these, 54 were for drugs and all but one were found to be satisfactory. Three of the seven appliances tested showed deficiencies, although in each case the item ordered had been dispensed correctly in a sealed case by the pharmaceutical chemist. During the year, 139 doctors were surcharged for prescribing preparations not regarded as drugs and 37 of these appealed. ■

More DITB training recommendations

Four new training recommendations which set standards for the training of sales supervisors, sales representatives, goods vehicle drivers and staff with buying responsibility have been produced by the Distributive Industry Training Board. The four recommendations are entitled "Sales Representatives", "Sales Supervisors", "Selection and Training of Goods Vehicle Drivers" and "The Buying Function". Levy payers are entitled to a free copy of each recommendation. Additional copies are available for £1.10.

The DITB has also introduced four new video programmes, to be previewed in Glasgow, Manchester, Birmingham and London, in September.

"Checkout" aims to improve service at checkouts. The programme illustrates

some frustrations encountered by customers and shows how training in half a dozen key points plus the involvement of staff can solve the problem of falling sales and rising shrinkage. "Sale of the Day" has a format modelled on BBC's Match of the Day and concerns customer signals and their interpretation. "Full Circle" puts the training of sales reps under the microscope by following an area sales manager through a day on the road with a rep. "It's a Deal" looks at consumer law.

The programmes are available to levy planners under the STARScheme system, and further details are available from DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.

Final date

The East Midlands regional final of the C&D 1980 Chemist Assistant of the Year Competition will be held at the Belmont Hotel, De Montfort Street, Leicester, at 5 pm on September 30. Details of the other regional finals, and names of finalists, were included in C&D August 16.

Patients get a bad bargain—'Economist'

"A doubly bad bargain" is how *The Economist* last week described the fact that some NHS patients could find themselves paying more in prescription charges than the prescribed item is worth at retail.

The paper lists 13 examples, citing Panadol at £0.39 for 24 tablets against the £1 charge operative from December; Strepsils and Benadryl are among other products quoted.

The Health Service is said to suffer as well as the patient unless the charge is well above the retail price since the pharmacist receives "a 'dispensing fee' on top of his other costs." Updating the Tricker report, *The Economist* states that 100 aspirin tablets BP would cost about £0.29 over-the-counter but would cost the NHS about £0.60 for an exempt patient. A non-exempt patient would be out-of-pocket to the tune of 71p, of which 31p would go to the pharmacist.

The article adds: "Of course, doctors can perfectly well tell non-exempt patients they would do better to buy these things themselves. But some doctors would argue that putting them on prescription emphasises the

importance to the patient of taking a drug. Others may try to compensate the patient by prescribing a larger quantity of a drug than is immediately required. But cupboards stuffed with pills are both wasteful and a danger to children." Plans to restrict the doctors' freedom to prescribe large amounts are also mentioned. ■

Chemists' sales fall behind

Retail sales by chemists and photographic dealers rose by 5 per cent in June, taking the index to 151 (1976=100). Department of Industry statistics show this increase to be 4 per cent below that for all businesses, which show a rise of 9 per cent (index 155), but 2 per cent up on small businesses, which increased sales by 3 per cent (index 125).

Large businesses performed best with a 12 per cent rise (index 174), of which co-operative societies increased sales by 9 per cent (index 160). NHS receipts are excluded. ■

Psychotropics ban

The Home Office has issued an additional list of countries which prohibit imports of certain psychotropic drugs. These are: Senegal—*amphetamine*, *dexamphetamine*, *ethinamate*, *methamphetamine*, *methaqualone*, *methylphenidate*, *methylphenobarbital*, *methypylone*, *phencyclidine*, *phenmetrazine*, *pipradrol*, SPA ((-)-1-dimethylamine-1, 2-diphenylethane. Australia—*methaqualone*. (Italics denote that the substance is subject to export licensing control under the Misuse of Drugs Act 1971.) The prohibition also includes the salts of these substances as well as preparations containing the substances. The original list was given in C&D, March 22, p469.

Facts on chemicals

The UK chemical industry with a record turnover in 1979 of £16,700 million, held on to its position as the fourth largest chemical industry in the non-communist world, behind the USA, West Germany and Japan.

The annual "UK Chemical Industry Facts" leaflet, published recently by the Chemical Industries Association, shows that the total sales of the UK chemical industry rose by over 16 per cent, from £14,366m in 1978 to an estimated £16,700m last year, with exports representing 37 per cent. Twenty-five per cent of total EEC new investment in chemicals production is now in the UK.

By Xrayser

Mr Peter W. B. Bray, a director of long standing with Thomas Christy Ltd, is due to retire on September 4. ■
Dr T. D. Whittet, FPS, CBE, has been elected Junior Warden of the Worshipful Society of Apothecaries. There has been an office of Warden since at least 1328 when the apothecaries were associated with the Pepperers and Spicers. Dr Whittet, former chief pharmacist, Department of Health, is the first person who is not a medical practitioner to be elected to the post since the Apothecaries changed from pharmacy to medicine after the 1815 Apothecaries Act. ■

NEWS IN BRIEF

■ A new booklet, "British Export Marketing Centre—Group and Individual Company Promotions", has been published by the British Overseas Trade Board describing the facilities available to the British exporter at the centre in Tokyo.

■ A compendium of all existing good manufacturing practice regulations has been published. "International Drug GMPs" contains details of the regulations and guidelines in over 63 countries. Purchase includes subscription to the GMP awareness report, until 1983. Copies (\$165) from Interpharm Press, PO Box 530, Prairie View, Illinois 60069.

■ New regulations exclude perfumes, toilet waters, hair and other toilet preparations and dentifrices other than in tubes, from the quantity limits of the Weights and Measures Act 1979 when they are used as pharmaceutical preparations. The Weights and Measures (Packaged Goods) (Amendment) Regulations 1980 (SI 1980 No 1064, HMSO £1.25) come into effect on September 1. ■

■ Sales of complete safety razors in the first quarter of 1980 were worth £741,000 compared with £920,000 in the same period for 1979, due to a 50 per cent decrease in units sold to 2.1 million from 4.2m in 1979. The quarterly statistics in *Business Monitor* also found that the sales volume of safety blades, sold separately, rose to 9.6m (7.9m). Exports by the UK of safety razors totalled £1.5m (£1m) and safety razor blades £6.2m (£5.1m). Imports of safety razors fell in value to £1.2m (£1.3m) and for blades rose to £1.9m (£1.8m).

Money control

We used to have a genuine home-made cake shop next door. All morning we would be subtly aware of the delicious offerings as the aromas of freshly-opened ovens wafted into the back rooms of the shop so that occasionally, when I felt generous (or in truth when I could resist no longer) I would tell the girls to take some money from the petty-cash box and buy some cakes when they went out for the milk for morning tea.

Such indulgences have a way of developing however, and the licence to use the petty cash for an occasional treat assumed a right for use without reference to me. Eventually, after one holiday, I returned to find quite substantial amounts being drawn; in reality I had moved far ahead of the times, all those 15 years ago, by providing breakfast for my staff!

As Mr Jensen says in the admirable series on management currently running in *C&D*, financial control in private pharmacy demands more than a casual desire to make profits. Since those days I have tightened control to the point that with the help of these super new electronic multi-total tills I can make a very selective analysis of my sales and cash payments. And apart from computing VAT at point of sale, I have records of every cash transaction at the end of the day.

Change computation, so easy with these machines, had the incidental benefit of shaking out one member of staff whose take-home money must have dropped when she *had* to key in the amount of cash tendered, and *had* to give a ticket to the customer with the change. Our takings rose despite inexplicable discrepancies between registered totals and the actual cash in the drawer, until she gave notice "because of the atmosphere"—since when we have become accurate to the penny.

I have to admit I was surprised, for I thought she was alright. But, looking back, I remember her resistance to the innovations in cash handling and her declared inability to master the new machine which perhaps was a give-away sign that her interests in cash control were not identical with mine? Looking at the straightforward purchase/sales budget sheet drawn in Mr Jensen's article last week I know I am just plain sloppy in my controls on buying. It never occurred to me to set out targets so simply, because I am

bedevilled by the split between NHS and OTC buying which are not so easily separated as we might like. When you run low in Tagamet you have to buy more, so that some months you can spend a couple of thousand more than you expected on drugs.

If you don't pay the bill promptly, you lose your discount, while if you don't buy the big discount drop of OTC lines on the manufacturers' four-monthly cycles you run out of stock and lose sales, or buy from the wholesaler and lose margin. It's not easy in a small business to reconcile such a situation when you are busy dispensing, serving customers, and trying to see reps, though by keeping purchase records it is possible to anticipate future buying quantities, which is what I try to do.

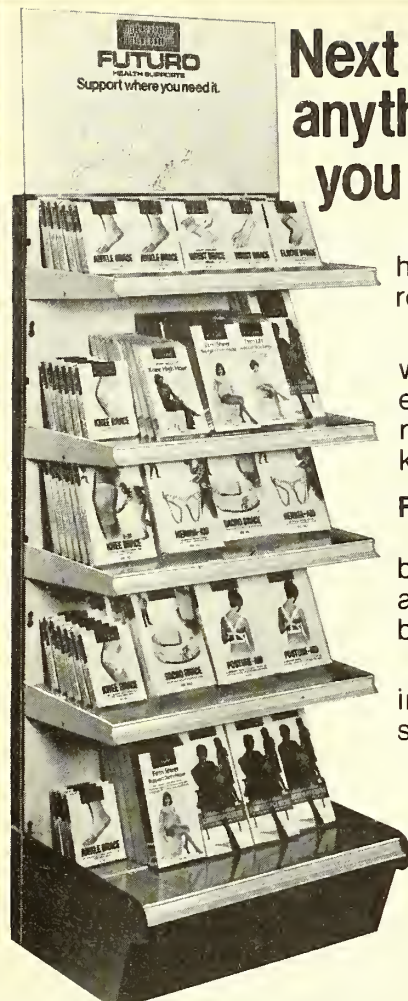
But the most interesting statistics I look at each month are the VAT returns, for there, in simple form, is an accurate reflection of the profitability of my business, which because of the lack of credit time given us today needs little correction to show the true state of our cash position.

Well tried

I must say they tried hard. They cleared all my grotty old Gala stock, gave me credits against Outdoor Girl, sent nice reps who cleaned up the stand, swapped old colours for new and *tried* to get the stuff to move, even though in my area it was plainly immovable. I am grateful to Smith & Nephew for buying Miners and Mary Quant and Outdoor Girl when they did, and rescuing me from a £300 dead loss, though for the life of me I couldn't fathom their reasoning. I am not therefore surprised that they too are now dumping as unprofitable those brands which are said to account for 9 per cent of the cosmetic market. I wonder who's going to buy them?

Latest rumour

Have you heard the latest rumour? It is said that Society's Council is toying with the idea that pharmacists who use or actually smoke tobacco should not in future be accepted as suitable persons for the training of pre-registration graduates, but that those who drink or sell liquor (only half as bad) will be permitted to half train them...? I don't believe it. ■



Next time you're asked practical advice about anything from a sprained wrist to backache, you can answer in a word... FUTURO

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A Tea Party With A Difference!

FIVE top prize winners have now been chosen in the recent OIL OF ULAY WINDOW DISPLAY COMPETITION for chemists' assistants.

Oil of Ulay have arranged for each of the five lucky ladies to have a day out at the Royal Worcester pottery in Worcester as V.I.P. guests. As the perfect end to a very special day each prize winner will select a tea service of her choice worth over £100 from one of the Royal Worcester exclusive ranges.

The five winners whose displays of Oil of Ulay were judged to be the most imaginative and eye-catching were . . .

Mrs E. D. C. ALLEN, R. & J. A. Brown, Warrington, Cheshire. Mrs G. H. BEVAN, Parkers Pharmacy, 11 Palace Avenue, Paignton. Mrs BRUNT, M. J. & V. O. Duncan, Coventry. Miss A. REESON, Ormay Chemist, Erith. Miss J. WHITE, F. A. Parkinson (Chemists) Ltd, Paisley.

50 Runners-up who will each receive an elegant Royal Worcester rose vase were chosen as follows . . .

MILNES JAMES (CHEMISTS) LTD, Nottingham. MS J. E. BLAKE, D. Ivel Rees Ltd, Thornbury. MS L. WALKER, Douglas Skeeles Ltd, Nailsea. MR HODGSON, Dudley Hill Road, Bradford. MS E. T. C. MCAUOY, G. Lightfoot & Son Ltd, Carlisle. MRS E. SMITH, J. T. Roberts, Sacriston, Co Durham. MS S. PEARCE, A. Wilson (A. Walton) Ltd, Monkseaton, Whitley Bay. MR. PARKINSON, Parkinson of Paisley Ltd, Paisley. MRS M. STOKES, J. G. Dawson Ltd, South Shields. MS D. ROSE, National Co-op Chemists, Dewsbury. FRASER SUTHERLAND MPS, Prestwick. MR G. MCINTOSH, Ian Noble Chemists, Forbes. MS A. EARLIE, Davis McCutcheon, Glasgow. MS J. WOODLEY, Leywood Johns Ltd, Kingsbridge. MS J. L. LYNCH, W. W. Price, Kiddeminster. MS S. A. WEYMOUTH, H. M. Brabner & Son, Taunton. MRS B. WALTON, A. H. Smith MPS, Kidderminster. MRS S. FULLER, A. J. Sheffield Ltd, Hertford. MITCHELL CHEMISTS, New Ollerton. MISS J. BROOKS, Mason & Son (Chemists) Ltd, Coalville. MS S. DOVEY, Denbys Pharmacy, Porthill, Newcastle under Lyme. MS A. RIDLEY-SAMUEL, P. F. Hilton MPS, Bexhill on Sea. MRS J. WILSON, John Wilson MPS, Dalbeattie. MISS B. DAVIDSON, I. M. Mackenzie, Kincoth. MRS P. HOWELLS, Williams & Wheeler Ltd, Taibach. MRS P. E. RICHFORD, The Pharmacy Co-op Soc. Ltd, St Columb. MRS D. RENNIE, M. K. Hardy Chemist, Nelson. MR E. PLATTS, Ladybarn Pharmacy, Fallowfield, Manchester 19. MR B. N. SHARP, Sharps Chemists, Manchester 19. P. A. HOWELLS, Bistre Pharmacy, Buckley. MR W. S. LOW, W. S. Low MPS, Wolstanton. MR R. J. STEVENSON, A. J. & R. J. Stevenson, Cheslyn Hay, Walsall. MRS B. PRINCE, P. Williams Chemist Ltd, Nantwich. MR C. HALL, Charles Hall MPS, Woodley. HARRISONS PHARMACY, Wallasey. "TRISHA" c/o A. T. Restall Ltd, Ibstock. MISS J. PENMAN, Smith Chemists (Medway) Ltd, Gillingham. MS J. GARRISON, S. G. Court Ltd, Birchington. MRS E. PEDDIE, W. Donald (Chemist), Kingston on Thames. MISS G. HEVER, J. T. Herman, New Malden. MR N. K. PATEL, Paterson Heath & Co Ltd, London SE11. MS M. CLUTTON, Safedale, London N17. MRS MATHEWS, Christmas (Chemists) Ltd, London SW18. MRS S. BEAMSLEY, Westlake, Kidlington. MRS P. J. REYNOLDS, W. Cheeseman & Son Ltd, Ampthill. MRS M. M. ENDLEY, W. H. Greens Chemist Ltd, Coventry. MISS L. BUTLER, Mellor & Co Ltd, Warwick. MS D. PATEL, U. G's Pharmacies Ltd, London W11. WESTONBROOK LTD, T/A Jypir, London NW1. MS T. Gay, M. J. Moon, Kingswood, Bristol.

PRESCRIPTION SPECIALITIES

A 'new generation' of antidepressants

Roussel Laboratories are introducing Molipaxin (trazodone hydrochloride), the first of a new generation of antidepressants—the triazolopyridines.

Molipaxin differs from the tricyclic antidepressants in having no anticholinergic activity and no reported cardiotoxicity when given to over 1,000 patients with cardiovascular pathology. Although the precise mode of action is not known, it may potentiate noradrenaline by mechanisms other than uptake blockade. A central anti-serotonin effect may account for the anxiety reducing properties.

Molipaxin capsules

Manufacturer Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex

Description Opaque violet/green capsules printed "R365B" and with the Roussel motif, each containing trazodone hydrochloride 50mg. Opaque violet/fawn capsules printed "R365C" and with the motif, each containing trazodone hydrochloride 100mg

Indications Relief of symptoms in all types of depression including depression accompanied by anxiety. Symptoms likely to respond in the first week include depressed mood, insomnia, suicidal thoughts, anxiety, somatic symptoms and hypochondriasis

Dosage 100-150mg per day, initially, in divided doses. Can be increased to a maximum of 600mg per day. Administration after food is recommended and it may be necessary to give all or the major portion of the dose at bedtime if drowsiness occurs. Not recommended for children.

Precautions Patients should be warned about the possibility of impaired judgment when driving and handling machinery. Should be administered with care to patients receiving muscle relaxants and volatile anaesthetics as it may enhance the effect of these agents. May inhibit the antihypertensive effect of guanethidine or similar compounds and may inhibit most of the acute actions of clonidine. Potentiation of sedation may occur when used with sedative drugs, antidepressants and alcohol. Should be used with care in patients with severe renal or hepatic disease. Use during the first trimester of pregnancy should be avoided

Side effects Headache, sleepiness, nausea and vomiting, weakness, decreased alertness, weight loss, tremor, dry mouth, bradycardia, tachycardia, hypotension, constipation, diarrhoea, blurred vision, restlessness, confusional states, insomnia, dizziness and skin rashes have been noted

Packs 100 capsules (50mg, £9.95, trade; 100mg £19.85 trade)

Supply restrictions Prescription only
Issued September 1, 1980 ■

Pevaryl powder

Manufacturer Ortho Pharmaceutical Ltd, Saunderton, High Wycombe.

Description A white powder containing econazole nitrate 1 per cent, emitted as a spray by means of an aerosol container

Indications As for Pevaryl cream, but particularly suitable in intertriginous areas. Also for protecting areas at risk that are as yet unaffected. The spray powder is suitable for use in conjunction with Pevaryl cream or lotion and can be used to treat shoes and socks in cases of *Tinea pedis*

Dosage Apply to affected area twice daily until lesions have healed.

Contraindications, side effects etc As for other Pevaryl preparations

Precautions The spray should be kept away from the eyes and mucous membranes

Packs 200g aerosol can containing 20g powder (£2.40 trade)

Supply restrictions Prescription only
Issued September 1, 1980 ■

Retin-A cream

Manufacturer Ortho Pharmaceutical Ltd, Saunderton, High Wycombe.

Description Cream containing tretinoin 0.05 per cent

Indications Topical treatment of acne vulgaris in which comedones, papules and pustules predominate. The cream is recommended for patients with dry or fair skin

Dosage, Contraindications etc As for other Retin-A preparations

Packs 60g tubes (£3.76 trade)

Supply restrictions Prescription only
Issued September 1, 1980 ■

APS propranolol

Approved Prescription Services have added propranolol tablets BP to their range of generics. Strengths and sizes

are as follows: 10 mg (500, £6.62 trade), 40 mg (500, £14.98), 80 mg (500, £22.68), 160 mg (100, £9.37). All the tablets are pink film-coated with a breakline.

Approved Prescription Services Ltd, PO Box 15, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ. ■

Panadol soluble

Winthrop Laboratories are introducing a 60-tablet dispensing pack of Panadol soluble (£1.40, trade). The OTC pack will continue to be available from Winpharm. *Winthrop Laboratories, Sterling-Winthrop House, Surbiton upon Thames, Surrey KT6 4PH. ■*

Midamor capsules

From September 1, Midamor will be transferred from the Merck, Sharp & Dohme product range to that of Thomas Morson Pharmaceuticals. The tablet identity and shape will be unchanged, as will the pack size, but packaging will follow the Thomas Morson house style. *Thomas Morson Pharmaceuticals, Hoddesdon, Herts. ■*

Minocin packs

Minocin 100 mg tablets will no longer be available in blister packs of 9 and 45 tablets but will be presented in glass bottles containing 20 (£7 trade) or 50 tablets (£17.15 trade). *Lederle Laboratories Ltd, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS. ■*

Antabuse supplies

Berk Pharmaceuticals say that the recent out of stock position of Antabuse was caused by disulfiram shortages and that further supplies will be available from September 1. *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey. ■*

Silbe atomiser

Berk Pharmaceuticals have discontinued Silbe atomiser. The inhalant remains available. Certain replacement parts (rubber bulbs and glass sprays) can be ordered until stocks are exhausted. *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey. ■*

Low price disposable razor for women

Biro Bic Ltd are introducing the Lady Shaver (four, £0.48) which "can be used so often that the term 'disposable' becomes something of a misnomer."

The company says that eight out of 10 women over 15 use some type of blade razor to get rid of unwanted hair yet specialist women's razors account for less than 7 per cent of this female shaving market, suggesting that some 65 per cent of female shaving is done with a product designed for men. The reason, according to Bic, is that previously women's razors "have usually been anything but cheap."

The Lady Shaver is light and the blade is bonded to the handle at the best shaving angle. It has a guard bar to prevent soft skin from being caught or shaved too closely, and the blade has a platinum/chromium edge with a polymer coating to give a smooth shave.

Advertising will appear in women's magazines such as *Cosmopolitan*, *Company*, *Woman* and *Woman's Own* and display material will be available. *Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG* ■

Wet Ones extra

The baby's bottom business is booming according to Sterling Health, manufacturers of Wet Ones for Baby whose latest promotion is a 25 per cent extra offer on both sizes of Wet Ones for Baby. The packs will be flashed with the offer and will be available for two months, starting in September. Special display material will also be available. *Sterling Health, St Marks Hill, Surbiton, Surrey*. ■

Gift with Evidence

A free gift of Beecham skin care will be available with every purchase of Evidence next month. The three-way offer takes the form of a trial size Evidence deep cleanser or moisturiser. With a purchase of Evidence deep cleansing lotion the consumer will receive free a 25 ml deep moisturising lotion; with deep moisturising lotion or deep moisturising cream there will be

a free 25 ml deep cleansing lotion. In every instance, the trial size is banded to its standard-sized product. *Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD*. ■

Coupon drop

A coupon drop to over two million homes will offer consumers money off both Wilkinson Sword's Profile razor and Bryant & May's Cook's matches. The coupons will be delivered over a three-and-a-half week period at the end of August in the Lancashire television area.

One coupon will offer 25p off purchases of Profile pivoting head razors and the other will comprise 3p off a box of Cook's matches. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ*. ■

'Price fighters' from Unichem

Unichem's September "money makers" will be available from September 8-30 and members will receive a "Price fighters" window poster. Products involved are: Elseve shampoo, Kotex Simplicity, Matey and Miss Matey bubble bath, Style, Snugglers and Ultrabrite.

For the next three months Unichem are mounting a joint promotion with Beecham Toiletries offering bonus prices and a chance to enter a lucky draw each month.

Every order placed by a Unichem member for five cases entitles the pharmacist to a free entry in that month's draw, which will offer 12 hampers worth £110 as prizes. Products available on this promotion are: Amami, Brylcreem, Bristow's shampoo

The "But-But for skin care" balloon which will be taking place in balloon meetings and shows around the country. Comprising nearly 10,000 square feet of nylon, the balloon measures 50 foot in diameter and stands 70 foot high when inflated. Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP.

and hairspray, Macleans toothpaste, Midas, Perform conditioner and Vosene. (This promotion runs from September 1-30.)

Also from September 1-30, Unichem are collaborating with Gillette in a "Win A Mini" promotion. Purchase of a minimum of ten cases of the following Gillette products qualifies the Unichem member to participate in a lucky draw, in which the first prize is a 'City' model British Leyland Mini. The products are: Contour cartridges and lightweight razor, GII cartridges, Gillette disposable razor, super silver blades, Platinum blades and Techmatic cartridges.

Finally, Unichem are launching their own brand baby powder in 350g size and from September 8-30 there is an introductory offer of 17½% discount. *Unichem Ltd, Crown House, Morden, Surrey*. ■

Vestric promotions

Vestric September promotions are Head & Shoulders, Curity Snugglers, Lilia, Lil-lets, Gillette shaving cream, Radox, Wilkinson razor blades, Kotex, Suleo, Elnett, Mintgard mouthwash, Alberto, Johnson's baby shampoo, Beechams Day Nurse, Night Nurse and powders with hot lemon, Vyckmin fortified and E capsules, Radian B, Famel, Coldrex tablets, nasal spray, throat lozenges, cough syrup and powders, Fishermans Friend lozenges and Potters catarrh pastilles. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP*. ■



Boost for Cushion Grip and Rinstead this autumn

Plough (UK) are to give their proprietary medicines an advertising boost during the autumn season. Following last year's campaign Cushion Grip and Rinstead will be supported by a £100,000 boost from September to December including inserts in the *Sun*, *Daily Star*, *Daily Record*, *News of the World*, *Sunday People* and *Sunday Mirror*.

Plough claim that a campaign last year in the main Scottish newspapers offering a free Cushion Grip sample with a 10p redemption coupon for the next purchase had a reported 72 per cent redemption with 95 per cent of these customers repurchasing at the normal retail price. Plough say they are therefore going to repeat the campaign.

The increased advertising spend for Rinstead is to support what the company says is currently an un-seasonal sales increase with a 22 per cent sales increase in May/June compared to the same period last year. *Plough UK Ltd, Penarth Street, London SE15 1TR.* ■

Fennings bonus

A bonus of 14 packs for the price of 12 is being offered on orders of Fennings children's cooling powders received during September. The offer applies to both sizes and the minimum order is 3 dozen. *Fennings Pharmaceuticals, 86 Hurst Road, Horsham, West Sussex.* ■

Sucron campaign extended

Following a test earlier this year on Southern television, Ashe Laboratories are extending their Sucron television advertising campaign to run for four weeks from mid-August in the London, Anglia and Lancashire television areas.

These four areas currently represent 60 per cent of the total UK market for Sucron. Tony Grayling, senior product manager at Ashe Laboratories, points out "When the new commercial was first shown on Southern television in March, the increase in Sucron sales was four times greater than in the control area. This means we are

expecting great things from the roll-out".

The commercial is based around the "health farm" theme. It features a woman about to succumb to the temptation of sprinkling sugar on her grapefruit, when she is stopped in her tracks by the health farm instructress pointing out that Sucron contains only one quarter the calories yet tastes the same as sugar.

The product is being further supported by advertisements in the national Press and specialist slimming/women's magazines throughout the year. *Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey.* ■

Cabdrivers price increases forecast

Cabdrivers adult and junior linctuses will be increased in price from September 6, but bulk orders received by September 20 will be at old prices.

The diabetic linctus will remain at the same price as before, but the trade price per doz of Cabdriver nasal decongestant tablets is being reduced. *Halas Laboratories Ltd, Thorpe Arch Trading Estate, Boston Spa, West Yorkshire, LS23 7BJ.* ■

Ultima colours

Horizons are the autumn collection from Ultima 11 consisting of three distinct looks—big city colours, seacoast colours and new west. *Ultima 11, 86 Brook Street, London W1.* ■

Remington Lektro repackaged

Remington's Lektro shavers have been repackaged with top-range models now available in red cartons and lower-range models in blue cartons. All model names are in silver on the cartons and there is a colour product photograph. *Remington Consumer Products Ltd, Apex Tower, High Street, New Malden, Surrey KT3 4DL.* ■



Batiste shelf organisers, in green and blue for dry shampoos, and green, rust, orange and lime for liquid shampoos which are now available, as is a showcard featuring a still from the current Batiste television commercial. *Schwarzkopf Ltd, Penn Road, Aylesbury*

Dentikit supply

The manufacturers of Dentikit have taken over their own distribution, consequently Saltraco no longer distribute the product. *Telcrest Ltd, Unit B, East Cross Centre, Waterden Road, London E15.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

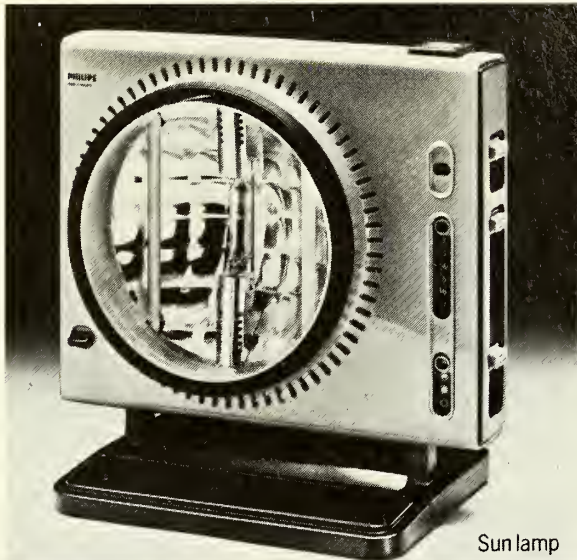
Alka Seltzer:	All areas
All Clear:	All areas
Anadin:	All areas
Body Mist:	All areas
Clairelle:	M
Crest toothpaste:	Ln, Y, A, We, CI
Fiesta towels:	All areas
Gumption:	All areas
Head & Shoulders:	Ln, M, Y, A, U, CI
Matey:	All areas
Sine-off:	Ln
Sucron:	Ln, Lc, A
SR toothpaste:	All areas
Thick Parazone:	All areas
Topex:	All except Sc
Vitapointe:	All areas
Zest:	M, Lc, Sc



**QUICK ONTO
YOUR SHELVES.**

**EVEN
QUICKER OFF
THEM.**

PHILIPS



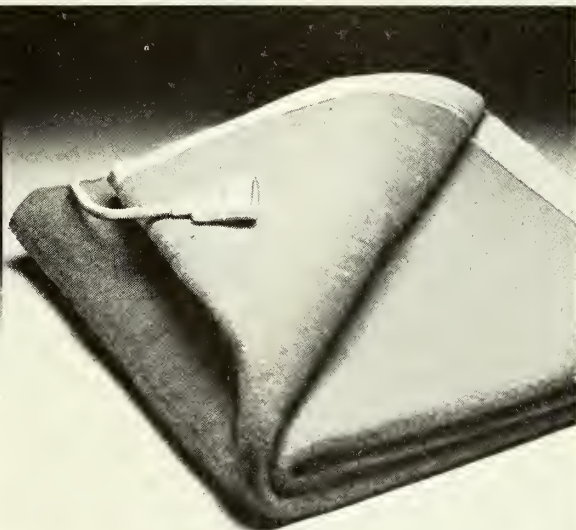
Sun lamp



Philishave



Ladyshave



Electric blanket



Hairdrier

Now you can make use of the efficient service provided by Sangers Agencies when you're ordering these Philips Small Appliances.

With three brand leaders among them, they're certainly not going to collect dust.

And Sangers Agencies will move the goods in as fast as your customers move them out.

If you'd like to see for yourself, just get in touch with Sangers Agencies on 04886-3555.

It could be the easiest way to get sales off to a quick start this autumn.



Simply years ahead.

SANGERS

Agencies

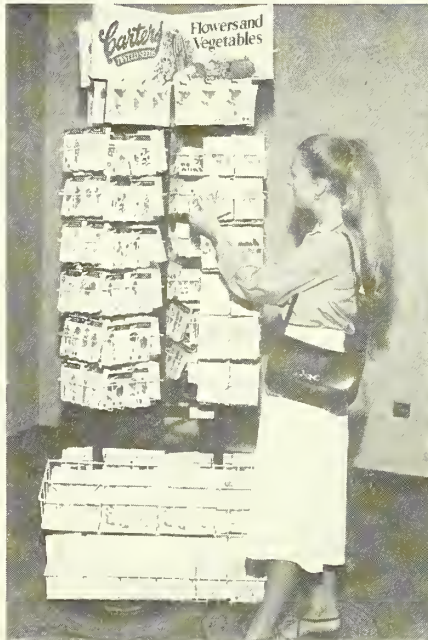
Carters improve service to small retailers

In a bid for "greater efficiency and improved communications" with smaller retailers, Carters Seeds are introducing a new service package for 1981.

Retailers who sell up to 1,000 seed packets per season will benefit from a telephone sales service (Llangollen (0978) 860114) which Carters say will be faster and more efficient than the face-to-face selling and ordering system. Outlets will be contacted by tele-sales team during main sell-in periods to discuss their initial orders. Thereafter, the retailer may telephone in at any time to re-order or to resolve any queries.

"There are very positive advantages on both sides," says Carters' managing director, John Harwood. "We have some 2,000 small accounts which sell 1,000 packets, or less, in a season. As a group, they are very important to us but, individually, they haven't been receiving the right kind of service for their needs". The company estimates that 4 per cent of its sales are through chemists.

Part of the marketing strategy includes a new "high capacity" revolving stand. The four revolving seed racks have 246 facings and with the addition of four fixed trays at the base of the unit for bulkier items like peas and beans, the stand can hold up to 7,380 packets of seeds in a floor space of 7.5sq ft. Carters say the stands, supplied free, hold £2,264 of seeds in



retail value, giving the proprietor £754 profit from selling the contents of one fully stocked unit.

Redesigned packs—with mauve stripes—and nine new varieties are also being introduced. For Christmas, gift-wrapped versions of the starter kits will be available. The kits (£0.85) are complete with mini propagator, drip tray, foil wrapped seeds and instructions, and are available in 10 varieties of houseplant and five of herbs. *Carters Tested Seeds Ltd, Abbey Dingle, Llangollen, Clwyd, LL20 8DD.*

Nursery frieze from Robinson's

Robinson's are to offer a colourful nursery frieze as an on-pack promotion for their baby foods.

The frieze, which is 6.5ft x 13½in (in two equal parts), can be obtained by consumers if they send 10 special Parafilm wrappers plus £0.75 which includes postage. The special wrappers are on Robinson's baby food one and baby food two packs.

Sales of Robinson's baby foods, the company says, have been good during 1980 with volume sales for the first six months of the year up 20 per cent on the same period last year. It is anticipated that the autumn nursery frieze promotion will encourage both repeat purchase from current users and trial from new mothers.

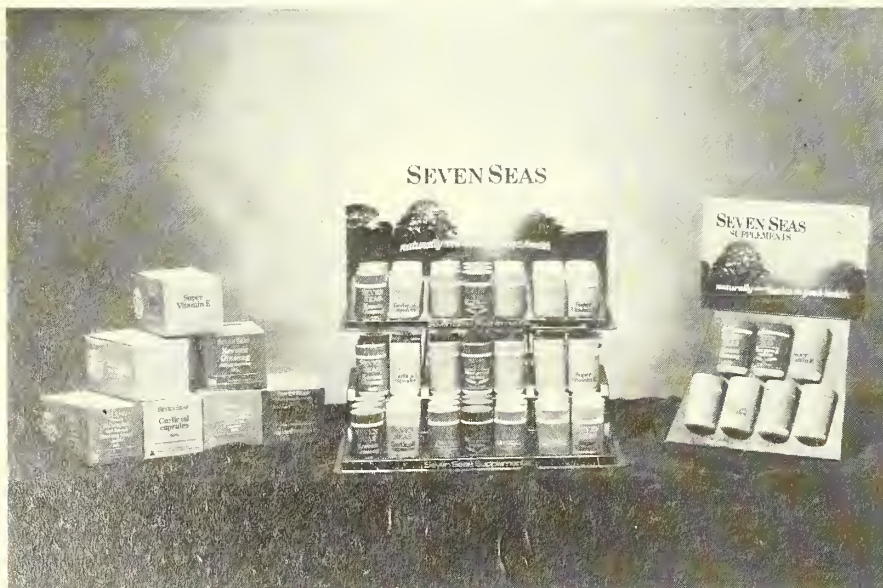
Robinson's baby foods are also to send over 20,000 packets of Robinson's baby food one and two to St Lucia to help the country recover following Hurricane Allen. *Robinson's Baby Food, Reckitt & Coleman Products Ltd, Dansom Lane, Hull.* ■

Skin Dew body cream

To help the body stay supple Helena Rubinstein have formulated Skin Dew moisturising body treatment (300ml, £5.25), a cream which the company says is enriched with an exclusive milk protein to help maintain the body's acid mantle. There will be an introductory size (50ml, £1.25) and the product will be available for sale from September.

To capture the elegant fashion moods of autumn Rubinstein have created Cool Fire colours which include new lipstick shades of mauve fire, firelight red and copperflame (£1.95). Also in the autumn look are rosepearl violet, redpearl red and copperpearl rust nail lacquer shades (£2.10), powdered silk eyeshadow duos of water lilac/cinnamon and golden dawn/stormy grey (£3.95) and a duo pressed powder blusher in blushing pink/tender plum (£5.50). *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.* ■

Although continuing their test market in the Southern region, British Cod Liver Oils say a counter display and showcard for Seven Seas health food supplements is available to any interested pharmacists nationally. *British Cod Liver Oils Ltd, Marfleet, Hull.* ■





**VARTA BATTERIES FOR
POWERFUL PROFITS**

Powerful presentation, a powerful product with top quality equals powerful profits. With the power of Varta and Sangers Agencies behind you, you'll see the difference. Varta Batteries are now available through the exclusive Agency for the pharmaceutical trade – Sangers Agencies.

You can contact them at Ramsbury House, High St., Hungerford, Berkshire. Or ring Hungerford (04886) 3555.

SANGERS

Agencies



The Varta range will meet all your customers needs including photographic, hearing aid and alkaline batteries and to give it that extra pulling power we've got some powerful point-of-sale material.

There are also free merchandise modules, adaptable enough to stand anywhere in your store – and bold enough to stand out.

We've already established the Yellow Triangle of Power

on T.V. – and we're coming back in October. They're powerful batteries with an even more powerful campaign.

Stock up with Varta batteries now and see the power in your profits.

Varta House, Hanger Lane, London W5 1EH.

THE TRIANGLE OF POWER



Anais Anais bath products from Cacharel

Cacharel are to introduce a range of Anais Anais bath products. The bath foam, bain de mousse parfumé, (200ml, £6.95) and the body balm, voile de doœur parfumé (200ml, £7.50) are both available in unusual bottles. Also in the range is a talc, poudre après bain parfumée (150g, £10.95) and all three are presented in cartons with a floral fragrance packaging design on a green background. *Golden Ltd, Berkley Square House, Berkley Square, London W1A 1B.* ■



Minolta dealership and model revision

In view of "worldwide marketing conditions", Japanese Cameras Ltd have mutually agreed with Minolta to relinquish the distributorship of Minolta Camera in the UK, in favour of a Minolta wholly owned subsidiary, as from January 1 1981.

Japanese Cameras say they will continue sales, promotional and service facilities until the change takes place and all guarantees and warranties issued by them, or Intersave Ltd, will

be honoured. Minolta have undertaken not to alter prices or the existing discount structure for a period of three months from January 1.

Minolta have revised two of their 110 models. Now designated the 430 Ex and 450 Ex, they are claimed to be the world's first 110 cameras with audio-visual exposure warning and focus indication. A "penlight" cell powers the flash, exposure-warning systems, and luminous focus-symbol panel. Both models are supplied with soft carrying pouch and a wrist strap and are expected to sell at around £40 and £47 respectively. *Japanese Cameras Ltd, Hempstalls Lane, Newcastle, Staffs.* ■

E-6 processing kit

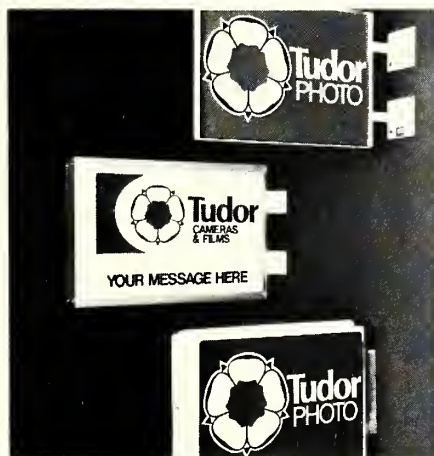
A one-pint E-6 kit is being imported and distributed in the UK by Mayfair Photographic (around £5). The nine-component kit contains all the necessary chemicals in concentrate form—allowing, say Mayfair, the bottles to be squeezed to reduce the risk of oxidation and enabling part-used chemicals to be kept "for at least 12 months".

Film capacities are 4 x 36 and 6 x 20 for 35mm or 4 x 120 and the company say the kit may also be used for push-processing. *Mayfair Photographic Suppliers (London) Ltd, Hempstalls Lane, Newcastle, Staffs.* ■

High speed film

Agfa-Gevaert have introduced a high-speed negative film, Agfacolor ONS 400, in 120 size roll film which they say has: "all the qualities that make for

a truly all-purpose material: high speed, an extremely fine grain, very high definition, and universal application in all lighting situations." It is compatible with Kodak Process C41 and expected to sell at around £1.75. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.* ■



Competition on road safety

Reckitt Toiletries are to run a competition with first prize of a Kawasaki Z400 J motor cycle worth £1,149. Entrants are required to answer questions on road safety and complete a tie breaker. The competition closing date is May 31, 1981. *Reckitt Toiletries, Stoneferry Road, Hull HU8 8DD.* ■

Rite-diet packs

Rite-diet gluten free flour breadmix and protein free flour are now in 500g packs, which replace the 1kg cartons. Case sizes are still 24 x 500g packs. *Welfare Foods Ltd, London Road South, Poynton, Cheshire SK12 1LA.* ■

Keystone addition

Keystone have introduced a pocket camera with a seven element (25-42mm, f: 5.6) colour corrected zoom lens and built-in electronic flash—the Everflash TM XR608 (around £50). *Keystone Camera (UK) Ltd, King Street, Enderbury Enderby, Leics LE9 5NT.* ■

Photopia

Photopia have been appointed UK distributors of Zeiss-ikon Perkeo projectors. Initially 12 models will be available, six amateur and six professional. The range is expected to be priced from £60. *Photopia Ltd, Hempstalls Lane, Newcastle, Staffs.* ■

Tudor are offering a selection of external and in-store display signs and they will share equally with the dealer the cost of the sign chosen, delivery charges and, where appropriate, fixing, wiring and servicing. *Tudor Photographic Group, 30 Osgate Lane, London NW2 7HU.*



STUDENT EXCHANGE

An experience not to be missed

The verdict of Mr Miall James, MPS, an Essex proprietor, who has played "host" on four occasions.

International student exchange is usually mentioned in the pharmaceutical Press once a year, when the students' international liaison secretary appeals for hosts for those young continental pharmacists and pharmacy students who are brave enough to want to put up with our curious ways and peculiar climate and gain some experience of working in a British pharmacy. Over the past ten years we have acted as hosts to four such young people, and in a couple of other cases arrangements have fallen through—through no fault of ours.

We got into this because as a student I wanted to go abroad but for various reasons was unable to do so. As a result, when in a position to be able to offer hospitality, I decided to write to the then liaison secretary, offering my pharmacies' services as a host. I have discovered since then, only three or four other pharmacists are mad, or brave enough, to do so, in retail, and a few more in hospital, but I would say to my colleagues that they are missing a very enlightening experience.

Professional interest

The young men and women who come are, by definition, interested in their profession and in the world around them. Their English is very much better than any of my staff's foreign languages, and I have resolved to take an evening course in the tongue I thought I knew, so that I do not make an ass of myself again! We have so far played host to two Germans, a Pole and a Dutch girl, each for four weeks during the summer, although I now understand that some German students are able to come during the winter, which enables a host to take them to more pharmaceutical functions.

Accommodation is either with the host's family or in digs. In spite of the reputation that some students might have, at least in this area (Benfleet, Essex) there are still kindly traditional landladies who are happy to take in a young lady or gentleman and "do" for them. All our visitors have

commented on the friendliness they have found in these digs and the landladies have similarly remarked on the character of their guests. The students have also been taken to various clubs, societies and hostels and, far from the "English reserve" that they expected, they have been welcomed with open arms.

We usually pay (1978 and 1979) £20 per week for these digs, and also entertain the student ourselves to evening meals occasionally. The first student, Ryszard from Poland, brought along a bottle of vodka when he came to dinner, and I can assure anyone that it doesn't mix with whisky. Translations of the word water they may be, but physiologically they are totally incompatible!

During their stay we try to give our students as wide an experience of practical pharmacy as possible, while at the same time making them earn at least some of their keep. They have all had some experience of dispensing and can therefore be useful in the dispensary especially when teamed with one of our technicians, under supervision of course. It would be extremely boring for them to have to trail round after the boss all the time, and during August there is always someone on holiday who has to be covered by re-organisation so that anyone with both commonsense and experience is useful.

They do trail round after me for some time when I visit our four branches and they have all been surprised at the idea of a pharmacy company owning more than one outlet—indeed at the idea of a company at all. Other aspects of practice that were different were the wide range of goods we stock, cosmetics, photographic, winemaking, and the "breaking bulk" dispensing technique. Unit pack dispensing seems to be the rule abroad.

We also try to see that our visitors see more of British pharmacy than just us, wonderful though we may be. I am most grateful in this context to Miss B. A. Snashall, of Macarthy's, Southend, who has shown our visitors round her depot and gone out of her

way to explain the wholesaling system; to Mr J. J. Watling, Southend's district pharmaceutical officer, who has made similar arrangements at Southend Hospital, and to the late Mr R. E. Frizzell, of David Sames Ltd, who spent a couple of days some years ago giving one of our students something with which to compare us. I would also like to thank my staff for putting up with yet another of my schemes.

As mentioned earlier, there are few local branch functions in August, so there are fewer opportunities to meet other pharmacists than in the winter, but all have visited the Society's house and in 1978 the regional committee allowed our Dutch girl to attend its summer meeting. In other words we try to give some idea of the various facets of pharmacy in the UK while retaining a core of normal work in a busy dispensary.

Foreign customers

Sometimes we gain more than just an extra pair of hands, for foreign visitors sometimes come to Canvey and an interpreter is useful. My inadequate German is definitely not up to coping with advice on sore throats, nor on explaining what blue methylated spirits is, but after a little discussion with our 1973 student all problems were solved.

Finally, is it worth it? Financially, of course not. £20 for digs, £10 pocket money, plus time spent making arrangements, explaining what we are doing and collecting the visitors from various stations. It is, however, intensely interesting and we have met some very pleasant young people. I cherish a hope that one day someone will turn up on the doorstep saying "Do you remember . . ."

I hope that in the future if my children want to work abroad while students that the bread I have cast upon the water will return to us. We have learned something of the German on-call system, of the difference between pharmacies and "the rest" in Holland, and that communist Poland is not one homogeneous mass economically.

We are not acting as hosts this year, but 1979 was not the last time that we will. The IPSF scheme only found three retail hosts that year, and so there might only be two this year, but I can promise future liaison secretaries that we will be back. If this article helps one or two others to volunteer, then perhaps 1980 will not be entirely wasted either. ■

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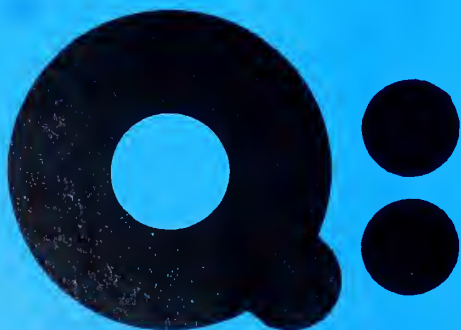
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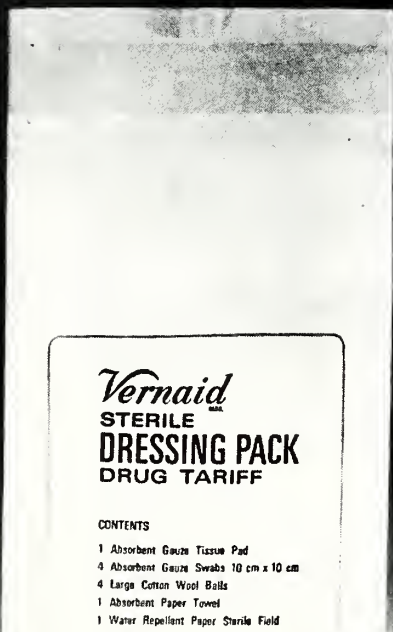
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COUNTRY COUNTER

by a rural pharmacist

The slump

Our Easter summer was as delightful in leisure as in commerce. Since I live largely by commerce the climate must be judged by material standards first, so here is the report from your country chemist's own stock exchange.

Of the horticultural shares, sodium chlorate and slug bait rallied after slow trading in the early drought, followed by brisk business in the unremitting downpour which ensued. Sun-tan preparations made a promising start in late April. This helped to clear last year's stocks but did little to assist the 1980 cash flow as new stocks were not available until the present rainy season.

There was a noted optimism in NHS and PSNC gilts but profit taking in rural districts was mainly by the two conglomerates Dispensing Doctors Inc and Cut-price Sample Distributors Unlimited, before the Clothier Committee recommendations have the force of law behind them.

Putting aside all euphemisms let us now declare frankly that the slump is here. This stark, uncompromising monosyllable is not to be disguised with tawdry tautologies such as "recession" or "stagflation". If we accept this fact how do we accommodate to it?

Memories are long

In the country, things move slowly and memories are long. The fifteen shillings a week wage-slaves of 1930 are now the £30 a week pensioners with a further £40 for active male gardeners or houseproud female domestic helps. The retired in the same community, who have a bit more capital from the Stock Exchange or HM Forces, welcome this local help and pay for it. In turn, they are brewing their own plonk from the chemist's stock of grape juice but still buying a bit of Chateaufort 1979 to put down.

My own sales of luxury toiletries are down but sales of personally recommended medicines are up. On our half-day my wife and I shop at the snob clothes shop, pay over the odds for hairdressing and save our money at Boots and Sainsbury's. I see no great evidence of slump at these shops. No government of the day, whether advised by Keynesian or monetarist economists, can overlook the needs of you and I, the children of the hunger marchers or sacked middle-class managers.

If we all cut down by 15 per cent there is still 75 per cent of Macmillan's 1955 Utopia to enjoy. That 15 per cent means a few more years oil, timber and metals conserved for our greedy Western society until our scientists have exploited other sources. We pharmacists are committed to this also. Our goodwill is our advice. We can withstand vagaries of economic climate so long as people of all social strata come in with the prefatorial remark of "Can you help" and not "I want".

Valuable old books

Here there are leisure hours on many afternoons and on Saturday in particular when the select few within my rural mile-radius have all had their NHS prescriptions and the doctors are playing golf or digesting the lavish meals provided by the latest dual entrepreneur of antacids/rheumatic medicines. These are times when some daft consultation triggers off an innate spirit of inquiry.

This one was from a Mrs Maiden . . . "There was a maiden born so pure, she could not say the word manure". This lady had a related problem in that her septic tank had lost its benevolent bacterial population through excessive use of hypochlorite before the advent of the weekend guests from London. What could I do?

Dim memories of "antichlors" were revived. Somewhere upstairs was found E. J. Holmyard's "Inorganic Chemistry" 1922 edition where the reactions between chlorine and sodium thiosulphate against the Germans' first poison gas were described. It so happened that about 14lb of old thiosulphate was in the

shed outside. A quick calculation based on elementary mathematics, old chemical equations and a measure of empiricism told me that 12lb of hypo in Mrs Maiden's cesspit would solve the problem while leaving 2lb for our octogenarian photographer who sometimes uses it.

First Mrs Maiden was abjured never again to admit bleach or detergent to her septic tank. Secondly, the sodium thiosulphate was to be introduced in the recommended dilutions to this noisome quagmire. Thirdly, the lady was to obtain from her farming neighbour, at no cost, a few shovelfuls of mixed horse and cow muck, (sorry, excreta) to follow the chemicals after a decent interval had elapsed. The war between chemicals and nature ended in amicable armistice. The visitors now remark on the wonderful local air. Could it be the combined aroma of floral spray and muck? It certainly is not disinfectant. Only Mrs Maiden and her pharmacist know the answer.

Oil of swallows

Who remembers oil of swallows? Some quirk of memory told me that this was green oil of elder. I had half an ounce in an old Evans Lescher & Webb bottle dated 1937. The customer needed more "cos Granma say thas powful gud 'gainst roomatics".

Again on Saturday afternoon I gave a 48-hour delivery date and consulted the C&D "Pharmaceutical formulas" 7th edition of 1908. All the ingredients were in the garden except the swallows who are nesting above

concluded on p311

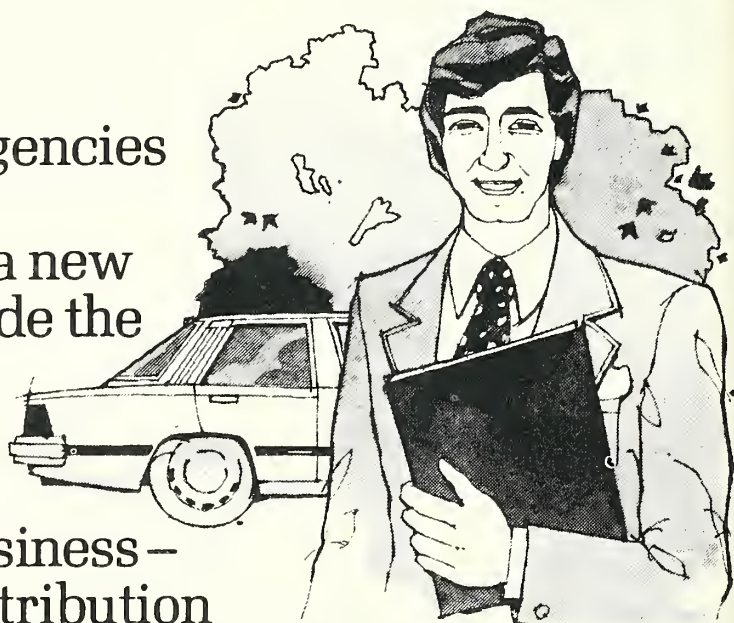


"I calculated that 12lb hypo in Mrs Maiden's cesspit . . ."

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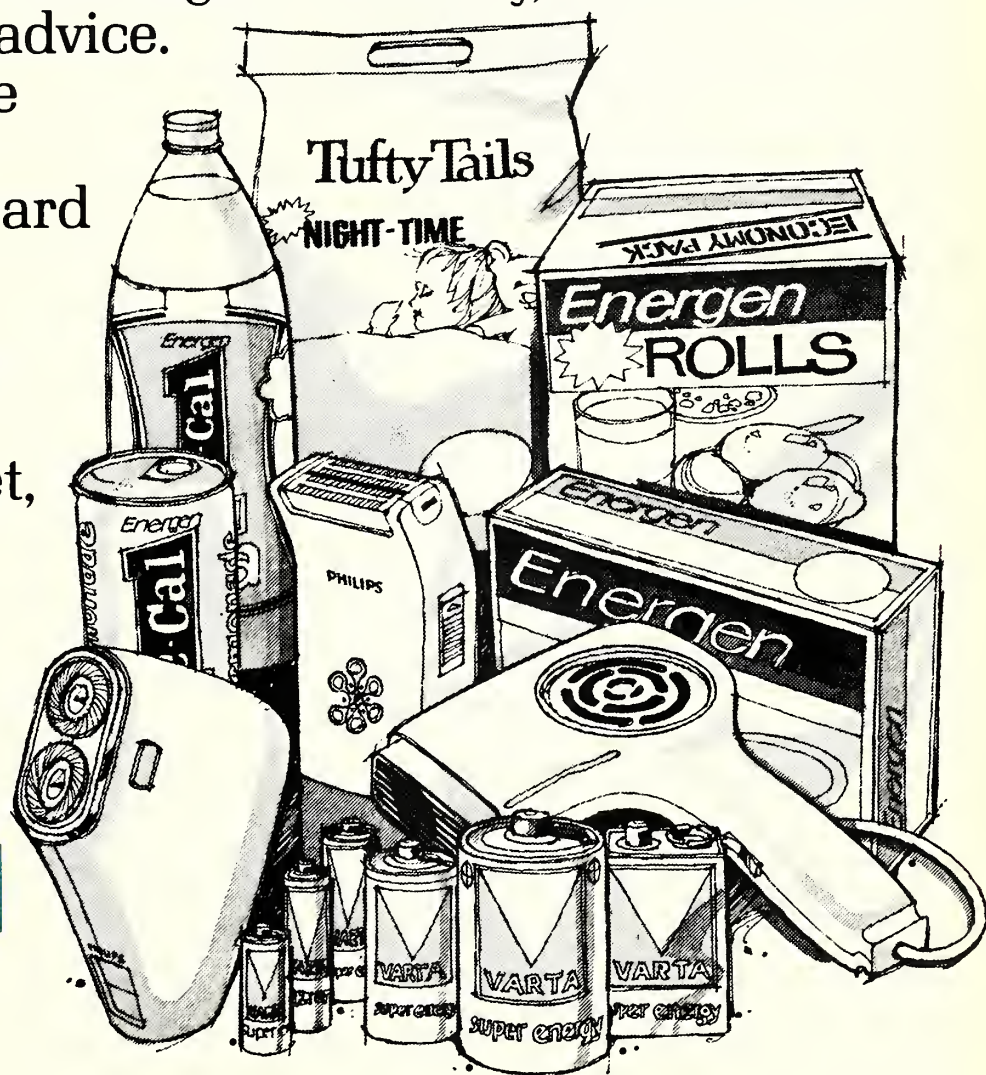
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Blinds as an aid to business

Nineteen-eighty looks like being more than a shade better than 1979 for Britain's three hundred or so blinds installers, says John Cooper, commercial director of G. Hall & Co Ltd, a manufacturer and distributor for the industry.

"As well as giving an attractive appearance a blind is a good and durable advertising medium, protects the window gazer from showers and glare, prevents heat build up in the shop and gives both goods and display material protection from the ill effects of strong sunlight," he says.

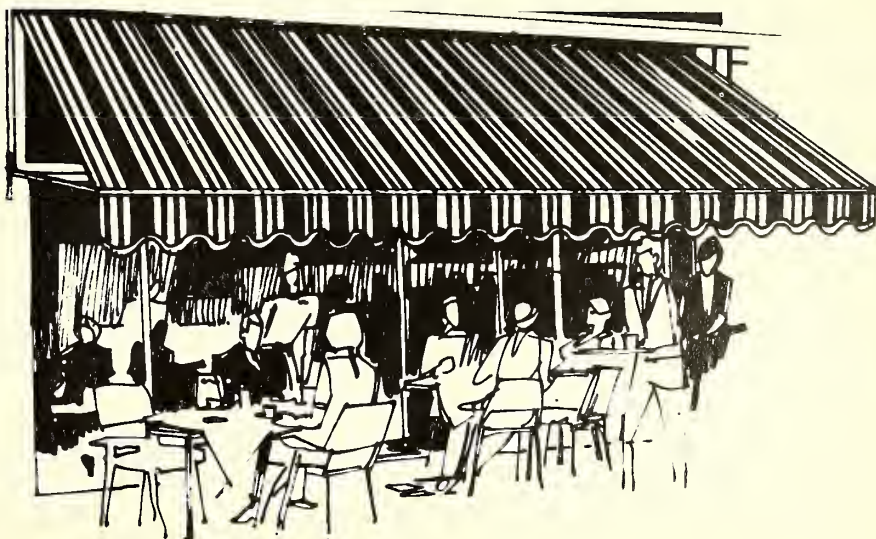
Manufacturers also believe that a blind can advertise a shop and give it identity. A name or logo can be

applied to the blinds by screen printing if there are ten or more. For individual blinds the design is hand painted. In both cases it etches itself into the fabric and is there for the life of the blind. With large contracts, the manufacturers of the material will print-in a logo during manufacture.

A recent development has been the use of awnings inside as well as outside the store. Another variation, popular on the Continent, is to make the blind cover for the shop exterior inside out. This gives the customer under the blind, or inside the shop looking out on the blind, the benefit of the colour and pattern which can generally only be seen to the full from outside the shop.

Modern materials give blinds a long life, and modern techniques enable a blind to be installed on a shop front in under an hour. A three and a half metre dutch or continental blind with a one metre projection would cost

The usual shop blind, known as the foldaway blind. Can give deep shade within the shop, and can protect well over the pavement with minimum 'drop'. Usually fitted at the same time as a new shopfront



The dutch or continental blind. It does not project far over the pavement and depending on the aspect of the shop may not protect window contents from low sun, but can be erected quickly and economically

at today's prices approximately £260 to make and install. A foldaway blind would cost about £170 more. A geared blind, where the blind is wound rather than pulled down, would cost perhaps an extra £75.

In addition there are solar cells to automatically extend the blind when the sun shines, and windspeed indicators to withdraw the blind if windspeeds rise above a certain level—refinements, the makers say, are "certainly not gimmicks, they are widely used and tested and not excessively expensive".

A well-fitted external blind should give some five years service and can last longer. The aluminium frame and accessories last three or four times as long. Recovering the frame with a new blind of the type described earlier will cost about £90. Of course, all costs quoted are generalisations from regional variations in a widely competitive trade. Local blind installers can always be found in Yellow Pages and should be willing to give a firm estimate for a job.

COUNTRY COUNTER

Concluded from p307

the front door and the olive oil, a winchesterful on the shelf. The swallows are friendly neighbours and not to be slaughtered for a remedy of such dubious value. Of the rest, elder, laurel, thyme, wormwood, wild chamomile, plantain and pennyroyal are all found as weeds or cultivated in the garden. The last ingredient, wine, is for drinking, not rubbing, so was omitted.

All were boiled gently in the oil according to instructions "until crisp", allowed to settle, decanted and sold within the contracted period. The price commanded would have appalled any cost accountant relaxing in leisure on his traditional Saturday off. The profit, an ample margin, was divided between the formulator and tax collector and both did well without impoverishing the buyer.

What money-grubbing scoundrel would put a price on the enjoyment of his leisure time, albeit spent during contractual working hours? In these days of time and motion study nothing is more enjoyable than to steal a little indolence for a journey 75 years back to the world of Galen through the medium of those priceless old books.

Keep a check on your electrical equipment

Geoffrey Marshall, CEng, FIEE, lists some points of prevention that must be better than any amount of cure.

The electrical equipment in the average pharmacy may not be very extensive, but it must be safe. No shocks, at any rate of the electrical kind, must ever be suffered by either customers or staff, and it must never become a potential fire hazard. In addition it is important to protect the staff from possible consequences of their own folly.

The prevention of dampness penetrating anywhere near to the electrical installation is of great importance. It was reported only recently that a man had been electrocuted by the combination of a cobweb, a leaky roof, and the broken top of a junction box. The moisture deposited on the cobweb turned it into an electrical conductor, thus setting up lethal conditions to cleaning staff, or to anybody else who happened to be working in the vicinity.

Somewhere at the back of the pharmacy there will be a main incoming supply switch provided by the electrical supply authority, with your own distribution fuse box mounted nearby. These could be located under some stairs in older premises, or perhaps on a separate wall-mounted frame in a room at the back, but wherever they are, free access must be available to them at all times, with no cases or boxes stacked in their immediate vicinity.

Fuses

It is not always realised that the fuses in the distribution box are provided solely to give protection to the system, and when one does blow, in all probability it is doing exactly what was required of it, and under no circumstances should a larger capacity fuse be immediately inserted.

Very occasionally the failure of a fuse is caused by deterioration of the wire due to old age, but should this be the case, it can easily be established by fitting a replacement of similar size, which should solve the problem. If it fails again however, it is either due to a

fault in the wiring (if it blows almost immediately) or to a sustained overload (when it does so after a few hours in service). Whichever is the reason, it is important that it be determined quickly, and that larger fuses are not fitted before this has been done, and the necessary repairs or modifications carried out.

Temporary wiring must be avoided whenever possible. Whether this is a light extension to an area that was previously in darkness, or a temporary loop of wire put in to bypass a section of faulty cable, it must be remembered that while it is in existence it will probably be the only part of the whole installation that is not in accordance with the standard rules and regulations for permanent work in buildings of this nature. If left for any length of time, such wiring can be a danger from the viewpoint of possible electric shock, and also from the mechanical angle, as any loose cables can be tripped over, or become a hazard when materials are being removed from shelves or cupboards.

Appliances

A visual examination should be made every month of all portable appliances, such as heaters, and cooling or ventilation fans. This will not take long, as it is only necessary to check whether the outside cover of the cable is damaged in any way, if a plug is cracked, or if the wires have been slightly pulled away from their plugs or from the appliances they feed. If the cable shows any sign of physical damage, it must be changed and not just taped up. If this happens more than once, then in all probability its socket is wrongly positioned in the wall and another one must be permanently installed, together with a shorter flexible lead to the appliance.

It is also essential that periodic attention be given to the whole of the lighting system. The installation may not be old, but counters and display

cabinets may have been moved around, and it is important to be sure that no shadows are formed on any part of the floor. Care must also be taken to see that no undue glare or reflection results from any highly polished surfaces which could cause discomfort to customers and staff, and if necessary the lighting should be rearranged so that the sudden failure of any single light bulb will never plunge any area into complete darkness.

The use of multi-way adaptors (by means of which a number of different appliances are plugged into one wall socket) is open to serious misuse, and not more than one extra circuit must be allowed in this manner. A quantity of flexible cables coming out of one socket can not only result in severe heating up of plug and socket, but in mechanical damage which the extra strain of these cables is certain to produce, as well as being a potential hazard to staff circulating in the area.

Fans

Extractor fans fitted in the window or wall must be watched with care as they can so easily get choked up with combustible material and fluff, and so lead to the motor being overloaded, thus creating a potential fire hazard. Today these fans are so silent running that it is advisable to have a red indicator warning light located near the main exit door to prevent them being left on by mistake.

With regard to the electrical system as a whole, it is advisable for an annual insulation test to be taken with a megger and the figures recorded. This will ensure that the overall insulation resistance has not dropped alarmingly compared with the previous year's figures, which could easily happen in places where water is used, such as in the dispensing area, or in the event of a leak in the roof.

Finally, what else can be done to prevent dangerous situations arising? Ceaseless vigilance and testing by those responsible from the technical viewpoint is vital, but this is not the only answer. It is the staff actually working behind the counter and in the dispensary who must provide a "back-up" service of intelligence reports if they observe anything unusual. It must also be remembered that though electrical technicians will make periodic visits to the premises, it is the staff who live with the equipment and who are the more likely to spot any potential trouble that may be developing. ■

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VAT distorts cosmetics sales figures

Manufacturers' sales of cosmetics and toiletries to the UK trade declined by about 6 per cent in volume in 1979. However, this figure may be atypical, according to the latest JHA cosmetics and toiletries review, mainly because of the increase in VAT.

The Chancellor gave notice of his intention to increase VAT which, says the review, resulted in a trade spending spree from April to June. However, for the second six months of 1979, volume demand for cosmetics and toiletries declined by 12 per cent compared with the previous year. It points out that the large increase in VAT also had an effect on consumer demand, which always reacts sharply to sudden and violent changes in cosmetics—however caused.

Total sales of cosmetics and toiletries in 1979 were worth £525 million at msp. Although this was a 7 per cent increase in money terms, prices were 13 per cent higher than in 1978. The review groups the market into seven categories and only two of these showed real-term increases, after discounting increases due to inflation. Skin care products, worth £73½m at msp, had a 4.8 per cent volume growth and make-up (£60m) had a 2.2 per cent growth. Men's products suffered the most with a 20 per cent decline in volume, taking the market value to £34½m.

Advertising decline

Advertising expenditure amounted to £43½m in 1979. This was 3½ per cent less than in 1978 and the decline was influenced by the ITV technicians' strike. Since media rates rose considerably in 1979, actual media activity must have been substantially less than in 1978. This is borne out by the advertising to sales ratio which was 8.3 per cent for 1979 compared with 9.3 per cent for 1978.

A record of changes in the Wholesale Price Index is included in the review with 1975 as the base year. Since then, shampoo prices have increased the most with a rise of 88.2 per cent. The review also makes detailed comparisons of sales over the five years from 1975 to 1979. In money-volume terms (that is, after accounting for inflation) 1979

sales were 7 per cent below the 1975 level. Since JHA regard 1979 as atypical, they describe the market as static, rather than declining.

Since 1975, only the skin care category shows a volume growth (20 per cent) and the only section of this market to decline was handcreams, with a 41 per cent drop in sales. Make-up sales declined by 6 per cent over the five years due to a 25 per cent decrease in eye make-up sales. Fragrance sales fell by 7 per cent mainly due to a large drop in demand for talcs and dusting powders. All sections of the men's products market recorded lower sales in 1979 than 1975—the after-shave/cologne section had a 32 per cent decline.

The forecast on retail sales in general is that they will remain flat until Christmas when improving economic trends will begin to restore both trade and consumer confidence. The cosmetics and toiletries market will remain static over the next 12 months, it is estimated. Perhaps one consolation for the gloomy outlook is that, in value terms, sales of cosmetics and toiletries through the chemist sector in 1979 did better than for any other outlet.

"The Silver Book—a review of the cosmetic and toiletry preparations market 1979." John Hogston Associates Ltd, 23 Golden Square, London W1. ■

Most women use nail varnish, says survey

Most British women use nail varnish according to a survey carried out by Mintel. The report issued in July found that painted nails were determined by social status, the most consistent users being in the AB group (defined as the top 13 per cent of the population) where 22 per cent of women use nail varnish all or most of the time. This compares with 14 per cent in the C2 social category.

Younger women were found to be the most likely to wear nail polish, but judged by age, the highest proportion of those wearing it all the time, at 11 per cent, were in the 35-44 age group.

Use falls off sharply after 65, when only 28 per cent use nail varnish at any time, and only two per cent all of the time.

For all women the use of nail varnish was as follows: all the time—seven per cent, most of the time—eight per cent, some of the time—16 per cent, only on special occasions—26 per cent and never 43 per cent.

The report, on lipstick and nail

varnish also found that 32 per cent of women try to match the colours of both and 43 per cent positively do not. This compared with an earlier report shows that lipstick use is much more popular when eight out of ten women were recorded as regular or occasional users. The value of the nail polish and varnish market last year is estimated by Mintel at £11-£12 million compared with £16-£17m for lipstick. *Mintel, 20 Buckingham Street, Strand, London WC2.* ■

Hurricane aid

An urgent request for Puritabs water purification tablets to aid victims of hurricane Allen was received recently by Kirby-Warrick Pharmaceuticals Ltd from the St Lucia High Commission in London.

The company supplied 96,000 Puritabs tablets, free, for use by the St Lucia government's hurricane relief fund. The tablets will purify drinking water which is now suspect due to hurricane damage.

Last year Kirby-Warrick gave similar aid when hurricane David hit Puerto Rico. ■

HEALTH CENTRE NEWS

■ **Leicester AHA** is to build a health centre at Pinfold Gate, Loughborough.

■ **Barnsley AHA** is seeking permission for a health centre at High Street, Silkstone, near Barnsley.

■ **Greater Glasgow health board** is building a £1 million health centre at Bridgeton, Glasgow.

■ **Lanarkshire health board** is building, at Camp Street, Motherwell, a health centre. It will cost £840,000.

■ **South Norfolk AHA** plans a health centre on the Ogden Close site at Wymondham.

■ **Coventry AHA** plans to go ahead in principle with plans for a health centre at Holbrook Lane, Holbrook, West Midlands, with completion for 1983.

■ **East Anglian RHA** has approved health centres, with building starts in 1980-81 as follows: Mendlesham, Botesdale, Lowson Road, Orton Town, Wickham Market and Bowthorpe.

■ **Birmingham AHA** has awarded a contract for £469,674 for a new health centre on a site bounded by Midland Grove and Edward Road, Balsall Heath. ■

LETTERS

A public relations tea party?

May I say how much I agree with your Comment (*C&D* August 16) endorsing the unanimous decision of the Organisation Committee of the Pharmaceutical Society to call upon the Society to provide its PR director with the wherewithal to carry out his job, and congratulate the Organisation Committee on its vision.

The parsimony of the Society's treasurer, even in these days of stringent economy, is deplorable. The president of the Society said it all when he pointed out that the full implementation of Mr Paul's request would cost less than £2.00 per member, and to maintain as the Council did, at the prompting of the treasurer, that this trifling sum was too much to ask of the membership is absurd.

I trust that the Organisation Committee, to whom the matter has been referred back, will have the courage to insist on its original recommendation and send the

resolution back to Council unchanged.

As you point out, a comparison of the Society's expenditure on PR compared with that of other professions shows how woefully short we are of providing Mr Paul with the staff he requires to do the job for which he was engaged. I believe it was that flamboyant film magnate, the late Mike Todd, who said "if you pay peanuts, you get monkeys!"

C. A. Benjamin
Leeds

Pharmacists' rights on jury service

Whilst your contributor's article on jury service (*C&D* August 16, p243) is most helpful, it does not deal specifically with the position of the practising pharmacist.

The position in England and Wales is that pharmacists "actually practising their profession" are excusable from jury service as of right (Juries Act 1974). We advise our members that they should reply to a jury call straight away to explain the position.

In Scotland there is no general exemption for pharmacists. Pharmacists who wish to be exempted should apply to the Resident Secretary, PSGB, 36

York Place, Edinburgh, immediately after they have received a citation to attend for jury service on a specified date. If attendance as a juror would result in registered premises being left without supervision by a pharmacist, a letter for submission to the Sheriff's Clerk will be sent to the applicant.

Under current Northern Ireland legislation, any pharmacist "who is either the sole proprietor of, or is employed as a pharmaceutical chemist in, a shop which is kept open for retailing poisons and dispensing and compounding medicines and in which no other duly qualified person is so employed" is exempted from jury service.

J. A. Goulding
Press Officer, National
Pharmaceutical Association

Roche terms

With the advent of notional pricing, and because of the confusion which appears to exist in the market place, we feel we must state categorically that Roche Products have not changed the margins allowed to the distributors of our products.

G. W. Catto
Marketing administration manager
Roche Products Ltd.

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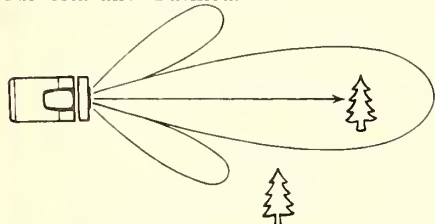
*Trade Mark J5351

The tricky art of focusing

Autofocusing is fast becoming a feature in a variety of cameras. Polaroid asked Hal Denstman, editor of *Industrial Photography*, to take a look at the techniques in use for C&D.

Through sophisticated electronics and light-sensitive photocells, exposure control has been elevated from a time-consuming, often hit-or-miss process, to one of remarkable precision and speed. Even now, the often tricky art of focusing has been automated. Using a number of techniques, automatic focusing can be accomplished at the speed of sound and with a degree of accuracy previously thought impossible.

Three distinctly different approaches to automatic focusing are used today: Polaroid's sonar echo-ranging system—a non-optical, direct measurement technique—and two optical-based systems produced by Canon and Honeywell for use in 35mm cameras. Honeywell's Visitronic module is now incorporated into a variety of rangefinder cameras, including models produced by Konica, Chinon, Fujica, Minolta and Yashica.



Above and below, Polaroid's echo ranging system

Of the three autofocus systems, Polaroid and Canon employ methods that can be categorised as *active*. The systems initiate an action independent of the environment. Canon's infra-red system emits a beam of invisible light while Polaroid's sonar transducer transmits a beam of inaudible sound—both are reflected back to a detection system. The third uses Honeywell's visitronic module in a *passive* manner. The system responds by measuring reflected available light.

From a technical standpoint, active systems have a lower reject tolerance, particularly in challenging lighting situations, such as dim, low contrast illumination and total darkness. In use, the passive autofocus mechanism seems to perform best in bright light when full capability is needed least, and poorest in dim light or darkness when focusing assistance is needed most. Moreover, in dim light, depth of field requirements are more critical with larger lens apertures.

Echo ranging

Employing an acoustic echo-ranging technique, Polaroid's sonar autofocus system offers fully-automated focusing, automated exposure control and

instant imaging. Distance is computed in the SX-70 autofocus cameras by a direct measurement system using ultrasonic waves—there are no moving parts, no optical elements and no danger of misalignments.

This ranging system is controlled by five key elements: an electrostatic transducer which transmits and receives sound signals, a crystal oscillator clock, a return signal detector, an accumulator and a focus motor. These elements, as well as all other camera activities are powered by the integral flat battery in the SX-70 film pack.

The transducer emits an inaudible sound or "chirp", a millisecond long, and as the sound signal is transmitted, the oscillator clock begins counting. The clock times the distance measurements of the chirp as well as the electrical timing functions.

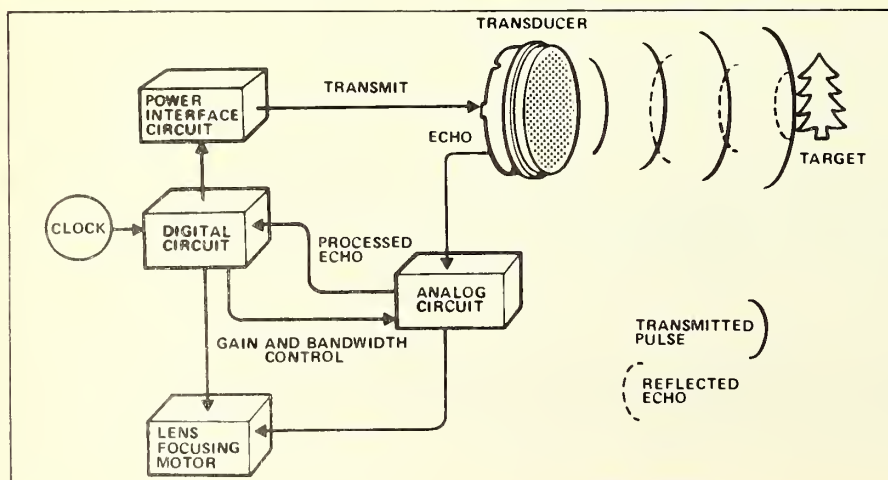
Timing signals

As the chirp leaves the transducer, the crystal oscillator clock sends regularly-spaced timing signals to an accumulator until the echo returns to the transducer. The timing signals sequentially fill 128 empty positions in the accumulator, corresponding to the number of depth-of-field zones into which the focusing range is divided.

After the pulses have been sent, the transducer readies itself to become the "receiver" for the returning echo. Simultaneously, the detector waits for signal the counter to stop upon receipt of the first sound. Once received, the travel time of the signal is determined, data from the accumulator is directed to the lens rotation motor and precise focus is accomplished.

The method used to accomplish automatic focusing with Canon's infra-red system and equipment containing visitronic modules is known as triangulation. Similar in principle to the function of a standard optical rangefinder, triangulation or telemetering is intrinsically a more complicated procedure. The triangulation technique depends on precision optics, close-tolerance mechanical parts and meticulous factory calibration, all of which can be subject to shock and vibration.

Normal optical triangulation measurements require the subject to be viewed through two separate lenses or windows as is the case with traditional camera rangefinders. The photographer shifts one image against the other until the eye perceives the best match. Adequate separation is needed to



produce an accurate optical base and the longer this base, the more accurate the focus.

Honeywell approach

The Honeywell—visitronic—approach (passive), is essentially a contrast comparison rangefinder, replacing the traditional superimposed visual image with an array of electronic sensors or photocells. These sensors, in effect, act as the photographer's eye to correlate the two images. However, the system functions in a far different manner. A small portion of the scene is observed on one section of photocells, while a second matching series of sensors is electronically compared until the best brightness match or correlation is attained. The information is then translated into a pre-selected focus position.

This particular triangulation system depends on a pair of lenses located on each side of the camera's optical viewfinder. When the autofocus action is initiated, one mirror scans the focus range searching for an electronically-measured brightness match. When correlation within certain pre-set limits occurs, the lens is then focused to the geometrically-calculated distance setting.

As mentioned earlier, an inherent limitation in the visitronic system, programmed to match existing scene brightness, is that a lack of light or suitable contrast may result in faulty readings and erratic focusing.

Similar problems exist in extremely low-contrast situations. One manufacturer has attempted to

overcome the low light dilemma of the contrast comparison system by adding an external source of illumination. Fuji has equipped its AF camera with a miniature spotlight that projects a narrow beam of white light as far as the maximum flash distance, approximately 4.5 metres. This innovation improves the system's ability to match brightness readings in low light, thereby compensating for the focus problem.

In the Canon system (active), an infra-red-light-sensitive photocell "looks" at a small, concentrated portion of the subject. This area is displayed as a small oval in the camera's viewfinder. A narrow, pencil-like beam of invisible infra-red light is emitted from the camera, scanning like a search-light across the scene.

When the photocell detects the reflected infra-red beam, the camera calculates the distance and by mechanical linkages sets the lens to one of 10 pre-determined focus positions.

For and against

Compared with the direct measurement system, electro-optical triangulation methods require more mechanical activity involving delicate parts.

Moreover, neither the Canon nor visitronic sensors cover more than a portion of the area seen in the viewfinder. Conversely, the sonar system "floods" the subject area with a wide cone of ultrasonic energy, thus making it easier to hit the subject. With triangulation methods, it is possible to focus the lens accidentally

between objects if they are not close together, leaving a distant wall sharp and the subject out of focus.

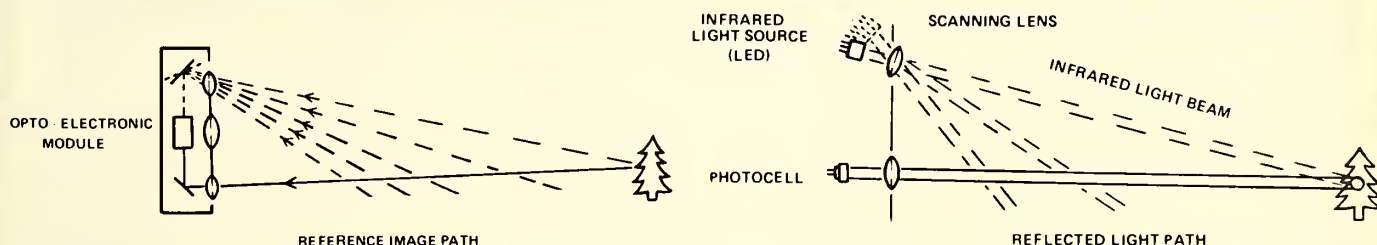
Problems may also occur with visitronics because ultrasonic sound signals cannot penetrate solid objects, including clear plastic and glass. Taking pictures through a transparent window or photographing a reflection in a mirror requires switching to manual focus. In the case of infra-red sensing, the restrictions are somewhat different.

Infra-red restrictions

In most instances, Canon's infra-red sensing system will function properly. However, when the projected beam comes in contact with an extended infra-red source, such as hot, glowing objects (a blast furnace, flames in a fireplace, etc) distortions can occur. Infra-red sensors may also be fooled by objects that absorb the radiation to a high degree, such as materials made with carbon black dyes and paint, for example, black clothing and furniture.

Whatever system, automatic focusing alone, however precise, convenient or expedient is obviously not the answer to all picture-taking problems. But, when coupled with other important time saving camera controls such as electronic exposure systems, electronically-controlled focusing further enhances the photographer's ability to concentrate on the subject. ■

Left, the visitronic autofocus technique, and right the infra-red method preferred by Canon. Both are parallel to conventional rangefinding systems



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New company to make peptide hormones

Dr Stanley Moore, a chartered chemist, has launched a new company, Merseyside Laboratories, to market and manufacture peptide hormones for use in research into fertility, stomach acid secretion, blood pressure control and other biochemical problems. He will also specialise in making amino acid derivatives.

His main markets will be universities, pharmaceutical companies and research institutes in the UK, North America and Europe. Dr Moore is a former research associate at Liverpool University and former head of the peptide synthesis faculty, University of Laval, Quebec.

The company has been established on the Grange Employment Area, Warrington New Town, in a building specially designed for small businesses. Dr Moore comments: "I realised when working on the synthesis of peptide hormones in Canada that there was excellent potential in the UK for this particular market and a company did not exist in Britain to manufacture the products. I think we have excellent chances of succeeding and eventually expanding." ■

'Wafer-thin' battery from Polaroid

Polaroid are to market an improved version of a "wafer-thin" six-volt battery for commercial applications. The battery was originally designed and manufactured for the SX-70 photographic film pack.

The Polapulse P100 is shaped like a playing card yet, "at six volts, it produces the voltage of substantially heavier conventional batteries or battery combinations". The product is a unitised planar battery, and Polaroid say it is ideal for applications which require repeated short pulses of high energy drain.

The carbon-zinc P100 has an expected shelf-life of three years, and weighs less than 30g.

To help design engineers determine how Polapulse batteries can be incorporated into their company products, Polaroid are offering, from autumn, a Polapulse design kit

(around £15) that includes five P100 batteries, a moulded plastic battery holder with external connections, and a specifications booklet. ■



The design kit featuring Polaroid's 9.5 x 7.8 x 0.5cm "playing card" battery.

Less fatal at work says report

There was a widespread and substantial reduction in the number of fatal accidents at work during the first five years of the Health and Safety at Work Act—fatalities decreased from 651 in 1974 to 544 in 1979 and there were also reductions in the overall accident rate, although these were less marked.

The "Health and Safety Commission report 1979-80", published last week, praises the Act for its effectiveness, but also gives credit to employers, managers and workers for responding positively to the procedures laid down in the Act. The report is available from HMSO at £3.25 plus postage.

Vestric photo move to Luton

Vestric Ltd's photographic department has moved from Galleymead Road, Colnbrook, to Unit 7, Cosgrove Way Industrial Estate, Luton LU1 1XL (telephone Luton 417485).

Deliveries and invoices should now be sent to the new Luton address, but all marketing and pricing inquiries should be sent to Mr I. R. H. Crimp, photographic products manager, Vestric Ltd, 8 Stonefield Way, Ruislip, Middlesex HA4 0PR (telephone 01-845 2323).

Procedure change for tribunals

Orders regulating the procedure of industrial tribunals have recently been laid before Parliament. According to the Department of Employment these changes in procedure are intended to make industrial tribunal proceedings shorter and less legalistic. The Orders would:

- Give tribunals explicit authority to conduct proceedings in whatever manner they considered most suitable. This would enable tribunals to avoid formality and the stricter rules regarding admissibility of evidence as applied in the courts.

- Widen the rule on costs, so that costs could be awarded against a party who brought or conducted a case "unreasonably".

- Enable tribunals to advise either party at a pre-hearing assessment that their case appeared to be weak and that costs could be awarded if they chose to pursue their contentions to a hearing.

The 1980 Regulations will regulate the procedure of industrial tribunals in relation to all proceedings instituted on or after October 1, 1980, except those where separate Rules of Procedure, made under the provisions of any enactment, are applicable. There are currently separate Rules of Procedure concerning industrial training levy appeals, improvement and prohibition notices appeals, and non-discrimination notices appeals. ■

Severe drop at UG

Redundancy charges amounting to some £2.5 million, other termination costs and increased interest charges cut pre-tax profits of United Glass to £14,000, from £3.35m, for the first six months of 1980.

Despite an increased turnover—up £16.35m to £95.29m—under-utilisation of facilities is expected to further cut margins in the full year.

Profits in 1979, which fell by £4.1m to £10.9m, were affected by internal and external industrial disputes, but this year's figures are forecast to be substantially lower.

Pre-tax profits of joint owners of UG, Distillers Co Ltd, increased by £13.8m to £193.9m—the lowest rise in the past five years. ■

Briefly

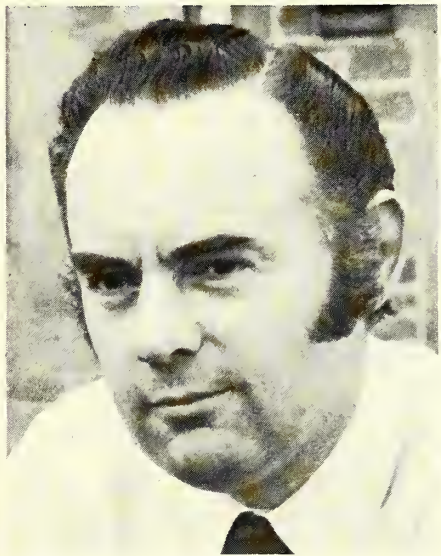
- The Chemical Industries Association has published a glossary of abbreviations used in the chemical industry. The glossary comprises UK and overseas organisations which are in

regular contact with the industry but does not list the names of chemicals. Copies (£1) from CIA publications, 93 Albert Embankment, London SE1 7TU.

■ **Sterling Winthrop's** research complex will be starting to be built shortly at Alnwick, Northumberland, with single storey offices and laboratory on a 39½ acre site. It is hoped to complete the project by Spring 1982.

■ **Unilever Ltd**, parent company to Elida Gibbs, Proprietary Perfumes and Crosfield soaps, amongst others, lifted pre-tax profits for the first half of 1980 to £317m (£306.4m). Third party sales rose to £5,550m (£5,000m).

APPOINTMENTS



Phil Duckworth, ICML

■ **Independent Chemists Marketing Ltd:** Mr Phil Duckworth has replaced Mr Richard Smith as Numark's merchandising manager. For the past four years, he has been responsible for all Numark training programmes, including the mobile training unit. Before joining Numark, he was Fine Fare's training manager for their central division.

■ **Loxley Medical:** Mr Phil Preston is appointed sales/marketing manager.

■ **Aerosols International Ltd:** Mr Graham F. Duckworth is appointed export area manager.

■ **Faberge Inc:** Three former Faberge employees have returned to the company. Helen Page-Wilson re-joins as product group manager—fragrances. For the past two years she was with Biba Ltd and prior to that, Max Factor. John Smith is now general sales manager. For eight years he was Faberge's sales director and left to join Eylure. Daphne Hawkins resumes her responsibilities as consultant manager. She will set up a new training school and establish in-store training schemes.

MARKET NEWS

Holiday 'blues'

London August 26: With the last of the bank holidays until Christmas behind them, and the summer holidays almost at an end, commodity dealers are hoping for a resumption in demand for their goods, especially winter items, in the next few weeks. It must be said, however, that there are no signs of an improvement at the moment and little ground for optimism coming from the international scene.

Among botanicals, Canada and Peru balsams and benzoin are lower. Dearer are cascara, gentian root and hydrastis. Other items, including spices are unchanged.

There was an adjustment in the rates for Brazilian menthol during the week, while Chinese material was quoted on the spot at the same level as shipment. In oils there were price changes for Chinese citronella and petitgrain.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £399; 99.5 per cent £382; 80 per cent grade pure £344, technical £323.
Adrenaline: (per g) 1 kg lots base £0.30; acid tartrate £0.25.
Aluminium chloride: Pure crystals in 50-kg lots £1,353 kg.
Atropine: (per kg in ½-kg lots) Alkaloid £200.50; methonitrate £179; sulphate £169.90.
Borax: EP grade, 2.4 ton lots per metric ton in paper bags, delivered—granular £290; powder £316; extra fine powder £331.
Calamine: BP £758 per 1,000-kg delivered.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium carbonate: Light precipitated BP £260 per metric ton delivered.
Calcium chloride: BP anhydrous 96/89% £1.15 kg in 50-kg lots of powder; granular £1.15 hexahydrate crystals BP 1968 £0.87.
Choline: (500-kg lots) bitartrate £2.61 kg; dihydrogen citrate £2.60.
Ephedrine: (Per kg), hydrochloride/sulphate £20.60 in 50-kg.
Iodine: Resublimed £7.40 kg in 250-kg lots; crude £8 in 500-kg lots.
Iodoform: USNF £17 kg in 50-kg lots.
Isoetharine hydrochloride: £110 kg for 1-kg lots.
Isoniazid: BP 1973 £4 kg in 300-kg lots.
Methadone hydrochloride: £330 per kg. Subject to Misuse of Drugs Regulations.
Methyl salicylate: 5-ton £1.61 kg; 1-ton £1.65.
Metol Photo grade per kg: 50-kg lots £9.45.
Nicotinamide: £3.85 kg in 50-kg lots.
Nicotinic acid: £3.30 kg in 50-kg lots.
Noscanine: Alkaloid: £33 kg for 100-kg.
Hydrochloride £36.30.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £600-£604 as to maker; hydrochloride £520; Phosphate £460.50-£462; sulphate £520. Diamorphine alkaloid £821; hydrochloride £748. Ethylmorphine hydrochloride £585.50-£591. Morphine alkaloid £667-£668; hydrochloride and sulphate £544-£545.
Oxalic acid: Recrystallised £1.39 kg for 50-kg lots.
Phosphoric acid: BP 3, 1,750 £0.4815 kg in 38-drum lots minimum.
Physostigmine: Salicylate £2.48 per g; sulphate £3.37 in 100-g lots.
Phthalylsulphathiazole: 50-kg lots £8.95.
Pilocarpine: Hydrochloride £328 per kg; nitrate £308 kg for 1-kg lots.
Potassium acetate: BPC £1 kg for minimum 1,000-kg order.
Potassium ammonium tartrate: £2.76 kg in 50-kg lots.
Potassium bitartrate: £1,215 per metric ton.
Potassium citrate: Granular £1,112 per metric ton, 5-ton contracts £1,106 ton.
Potassium diphosphate: BPC 1949 in 50-kg lots, granular £2.279 kg; powder £1.9928.
Quinalbarbitone: Sodium in 25-kg lots £27.19 kg.
Riboflavin: (Per kg) £26.84 in 10-kg packs, diphosphate sodium £79.61 in 5-kg.
Saccharin: BP '73 powder £4 kg; crystals £3.50

Salicylic acid: 5-ton lot £1.61 kg; 1 ton £1.63.
Sodium acetate: BP crystals £0.94 kg in 50-kg.
Stilboestrol: BP in 25-kg lots, £176 kg.
Succinylsulphathiazole: £12.10 kg in 250-kg lots; imported £9.
Sulphacetamide sodium: BP £7.25 kg for 50-kg.
Sulphadiazine: BP 68 £5.50 kg in 250-kg lots.
Sulphadimidine: £5.50 kg for imported in ½-ton lots.
Sulphamethizole: £12.04 kg in 1,000 kg lots.
Sulphathiazole: BP 1973, £5.50 kg in ½-ton lots.
Sulphaquinoxaline: BVetC £11.57 kg; sodium salt £3.12 kg both in 500-kg lots.

Crude drugs

Aloes: Cape £1,200 ton spot; £1,160, cif, Curacao; £2,210, cif, no spot.
Agar: Spanish/Portuguese £8.05 kg.
Balsams (kg) Canada: Easier at £12.20 on the spot, shipment, £11.90, cif. **Copaiba:** £3.40 spot, £3.30, cif. **Peru:** £9.95 spot; £9.75, cif., **Tolu:** £6.15.
Benzoin: £205 cwt, cif.
Camphor: Natural powder £9.65 kg spot; £7.85 kg cif. Synthetic 96% £1.24 spot; and cif.
Cascara: £1,590 metric ton spot; £1,575, cif.
Cochineal: (kg) Tenerife black brilliant nominal. Peru silver grey no spot; £24.30, cif.
Gentian root: £2,500 metric ton spot; £2,475, cif.
Hydrastis: Spot £30 lb; £29.85, cif.
Lobelia: American nominal, European £1,600 metric ton, cif, nominal.
Menthol: (kg) Brazilian £4.80 spot; £4.65, cif. Chinese £4.35 spot and cif.

Essential oils

Almond: Sweet in 1-ton lots £1.50 kg duty paid
Bay: West Indian £10 kg spot; £9.90, cif.
Cedarwood: Chinese £1.25 kg spot; £1.16, cif.
Citronella: Ceylon £3.50 kg spot; £3.15, cif. Chinese £3.50 spot and cif; Java £3.35 spot, £3.16 cif.
Ginger: Chinese £30 kg spot; £29.70, cif. English-distilled (ex W. African root) £80; (Indian £45).
Lemongrass: Cochín £4.15 spot; £3.90, cif.
Lime: West Indian £15 kg spot.
Peppermint: (kg) Arvensis—Brazilian £4.25 spot and cif. Chinese £2.90 spot; £2.80, cif.
Piperata American Far West £13.50 spot.
Petitgrain: Paraguay £8.50 kg spot and cif.
Sassafras: Brazilian £2 kg spot; £1.75, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Thursday, September 4

Huddersfield Chemists' Association and Huddersfield Branch, Pharmaceutical Society, Commercial Hotel, Church Street, Paddock, Huddersfield, at 8pm. Speaker from the Central Electricity Generating Board.

Advance Information

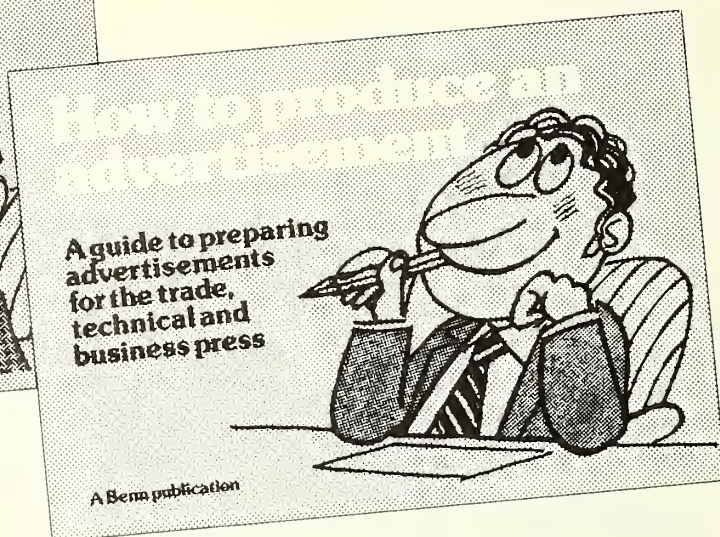
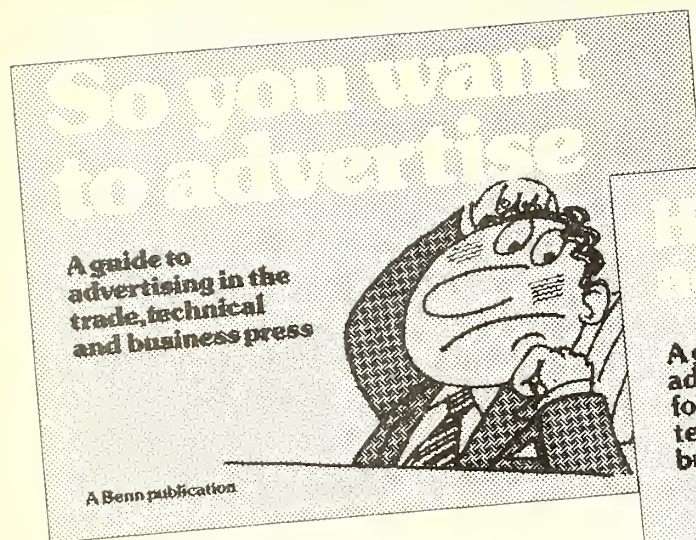
"Cosmetics, chemistry and the EEC directive" symposium, National Physical Laboratory, Teddington, Middlesex, on October 7. Organised by the Chilterns and Middlesex section of the Royal Society of Chemistry. Registration fees (£25 non-members, £20 members) to Mrs P. M. Allan, 24 Caldwell Drive, Cox Green, Maidenhead, Berks, SL6 3YR.

Institute of Packaging course, The White House, University of Sussex, from October 5-10. "Pack design and development". Fees (£327 members, £362 non-members) to the education officer, Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middlesex HA7 4BZ.

"Full Circle" conference on raw materials. The Hotel Norwich, Norwich, from October 7-9. The aims are to review the major raw material reserves and discuss what the packaging industry can do in the 1980's. There are two main sections—oil-based materials and pulp and paper-based materials. Further information from the Institute of Packaging (address as above).

Interkama 80, Dusseldorf, from October 9-15. International congress with exhibition for instrumentation and automation.

Mailing Efficiency Exhibition, Cunard International Hotel, London W6, from October 14-17. Further information from Business Equipment Trade Association, 109 Kingsway, London WC2 6PU.



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The contents include booking the space, writing the copy, designing the ad., timing and production, reprints and inserts, using an agency, and glossary of terms.

The price of these publications, including postage and packing, is 60p each (remittance with order preferred).

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January/December 1979
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Businesses for sale

X1—SOUTH WEST—A
resort town turnover
approaches £200,000 per
annum. Property and lease five
years to run at £2,250 per
annum. Nearly 2,000 scripts
per month. Dispense & offers
invited for goodwill and fix-
tures plus stock at valuation.

X2—FYLDE—retirement
vacancy. Pleasant and easily
run business on the coast in
residential area. Turnover
exceeds £100,000 per annum,
scripts 2,000 per month. Living
accommodation available,
property £28,500. Goodwill
and fixtures £11,000.

X3—MANCHESTER—Sub-
urban business has been run as
semi-retirement with no
cosmetic agencies etc. Scripts
average 1,400 per month. Total
turnover approximately
£58,000 lease at £720 per
annum. Goodwill and fixtures
£1,000 plus stock at valuation
approximately £7,000.

X4—CENTRAL SCOT-
LAND—Retirement vacancy,
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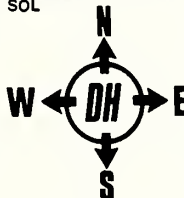
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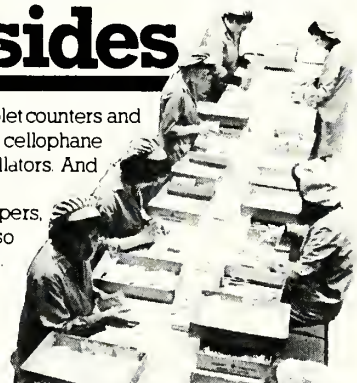
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